The TALKING MACHINE Makers & sellers of talking machines Tor the MACHINE MACHINE MARKETS & Sellers of talking machines

Published Each Month by Edward Lyman Bill, Inc., at 373 Fourth Ave., New York, December 15, 1922



The best-known trademark in the world designating the products of the Victor Talking Machine Co.



Queen Anne

"Nothing but the best quality will do"

The old slogan is again heard in the land. Instead of unreasonable extravagance on the one hand, and niggardly price-buying on the other, a sensible desire for high-class, lasting merchandise at a fair price is being felt everywhere.

Sonora has always given the public and trade a square deal. The highest quality of material and workmanship, the most advanced improvements possible at the time—full value—and rebates to the trade when prices were lowered—these have won to Sonora a vast following.

Every phonograph dealer will feel the Sonora demand next year. Many of those who could not get Sonoras during the rush season are waiting to get them later. Get your share of these sales. Write us for information.

Sonora Phonograph Company, Inc.

GEO. E. BRIGHTSON, President

279 BROADWAY, NEW YORK

Canadian Distributors: Sonora Phonograph, Ltd., Toronto



"The Highest Class Talking Machine in the World."

The Talking Machine World

Vol. 18. No. 12

New York, December 15, 1922

Price Twenty-five Cents

NOVELIST RECOMMENDS "TALKER"

Pays Tribute to Perfection of Recording and Stresses Educational and Entertainment Possibilities of Talking Machines in Homes

Mrs. Gene Stratton-Porter, famous American novelist, in an interesting article in McCall's Magazine, pays tribute to the perfection of talking machine recordings, pointing out that often the record is superior to the artists' actual performance in concert work. The following is an extract from the article:

"To your library add music—violin, piano and harp, played by hand if it is a possible thing. If it is not possible then, even before the automobile, purchase the very highest-grade talking machine you can encompass with your means, and records selected quite as carefully as you select books. If you go less beautifully clothed, less deliciously fed, make a generous selection from the great composers of the world—oratorios, symphonies, sonatas and serenades. Then add a carefully chosen list from the folk lore of the nations of the world.

"I have met a few people who have professed to dislike a talking machine and pronounce it an instrument of 'canned music.' The fact is the average record gives one a better reproduction of the art of the great masters of the world than they themselves give in nine instances out of ten when making public appearances.

"Schumann-Heink once said to a friend of mme that if he wanted to hear her at her best he should buy her records, and the explanation she gave was sane and sensible as morning light. She said that when she was booked for a concert performance, when the day and hour arrived, she must sing perforce. It might be gloomy weather, she might be physically out of condition, she might be depressed mentallyin any event it took several numbers to limber up her voice until it reached its best. When she sang to have her voice recorded she waited until she was physically fit, until her mind was free from care and was fixed tenaciously upon what she was doing. She sang several numbers to exercise her voice before she stepped before the recording instrument. Sometimes she sang a number over, listening to each record of it. to the extent of from ten to twenty hve or thirty times before she got it so that there was not one note upon which she could improve. The record as given to the public was as perfect as it was in her power to make it. She said that the same thing held true of every record that was made for public usage. So do not feel that you are denying your children anything when they cannot go to the concerts, but must listen to the music of the records you buy."

TO IMPROVE SOUND REPRODUCTION

Interference Tube for Talking Machines and Telephones Eliminates Disagreeable Noise

An invention designed to eliminate undesirable sounds in the operation of talking machines has been patented by Mari Elize Wolvekamp, of Oakland, Cal. The invention, which is known as an "Interference Tube for Phonographs and Telephones," is in reality a small tube to be fitted between the tone arm and the reproducer of a talking machine for the purpose of intercepting or interfering with certain high tones which ordinarily make their presence known by a whistling sound. It is said that the use of these interference tubes "makes the voice shorter, clearer and more distinct and very often more agreeable to hear." The same idea can be applied to the telephone by attaching the tube to the receiver.

GEN, HARBORD NEW R. C. A. PRESIDENT

Fighting General of U. S. Marines Elected President of Radio Corp. of America—Edward J. Nally Elected Managing Director of International Relations With Offices in Paris —Changes Go Into Effect January 1

The Radio Corp. of America, New York, N. Y., announced recently that James G. Harbord, the fighting general of the Marines at Chateau Thierry, had been elected president of the company. Retiring from the United States Army, in which he ranked next to General John J. Pershing, he succeeds Edward J. Nally, who has resigned as president of the corporation to become that company's managing director of international relations, with headquarters in Paris.

The creation of this office of managing di-



General James G. Harbord

Corp. and the election of General Harbord as the new president took place at the regular meeting of the directors of the corporation held in New York a few weeks ago. General Harbord takes over his new duties on January 1 and the post to which he has been elected is regarded as of vital importance to the Government as well as to the public. General Harbord becomes head of a company whose activities include international wireless, the setting up, maintenance and operation of radio sets and apparatus on ships at sea and the development and sale of broadcast receiving sets for the home.

Mr. Nally has just returned from Europe, after several months' visit there, during which he concluded arrangements with the great wireless concerns of England, France and Germany by which the radio interests of the four great nations will act together in creating and operating international wireless communications with all parts of the world, especially with South America.

BALDWIN MUSIC SHOPPE OPENS

ORMULGEE, ORLA. December 4.—The Baldwin Music Shoppe, an exclusive Brunswick dealer here, held its formal opening recently. Carnations and coin purse souvenirs were given away. A local orchestra furnished music for the occasion. E. Stern and C. B. Howell, proprietors, believe that they will enjoy a nice holiday business as a result of starting off right.

Don't think! Know! In other words, make a study of your business and know its ramifications.

NEW FIELD FOR "TALKER" STORES

The United Projector & Film Corp. Planning Campaign to Interest Talking Machine Dealers in Safety Moving Picture Machine for Use in Homes, Schools, Churches, Etc.

BUFFALO, N. Y., December 8.—The United Projector & Film Corp., manufacturer and distributor of a safety moving picture machine designed for use in homes, public schools, churches, etc., reports that talking machine dealers are showing considerable interest in the sales possibilities of this moving picture machine and its library of films. The company is now busy preparing a campaign designed to introduce this machine into every section of the country, a feature of which will be the appointment of several more distributors in order to give dealers better service.

Among the new jobbers recently appointed by the company is the Prince-Walters Co., of Lowell, Mass., which will act as distributor for the New England territory. This concern is a progressive talking machine establishment and is well known throughout New England, and these machines will undoubtedly be introduced to talking machine dealers in this territory in a manner that will make it a permanent addition to dealers' stocks of machines and records.

In discussing the possibilities of this home moving picture machine, officials of the company were enthusiastic over the new field of sales which it offers the talking machine dealer. This article closely parallels the talking machine in its use and not only is it an aid to public schools, community centers, etc., for its educational value, but it also offers a wide and varied field of entertainment. They stated that the talking machine dealer can carry this high-class article at a small expense, the initial cost of stock being a very small one as only a few machines need be carried and at the most a stock of six machines would cover every requirement. A film service offering a large variety of subjects is available and can be procured on a rental basis at short notice. For the convenience of machine owners the company has established distribution centers in Albany, N. Y.; Toledo, O.; Harrisburg, Pa., and Pittsburgh, Pa., and in addition several more are to be appointed and will be announced shortly to the trade. These centers are for the purpose of exchanging films and will carry complete libraries which consist, at the present time, of over 1,200 subjects. This list is being added to each month and includes reproductions by some of the leading artists in the moving picture field. Several new films are in the process of making at the present time, among which is a new educational and entertaining film by Charles Ray, popular moving picture star, who has already made one or two films for the company.

BROADCASTS COLUMBIA RECORDS

DES MOINES, IA., December 6.—The Des Moines Register and Tribune of this city announces in each edition the fact that it will broadcast the current month's Columbia records at the Tribune radio station, WGF, and then lists the records. Before broadcasting begins the list of records to be broadcasted is announced, followed up by the records themselves. Not only has this idea proved an excellent advertising feature for the Register and Tribune, but it has resulted in many responses from radio fans, throughout the State of Iowa for encore performances. One day's program resulted in 400 responses of this character from the city of Des Moines, besides several hundred others from the State of Iowa-

"Health and Gymnasium Week" Will Help Sell Health-Giving Records :: By Frank H. Williams

The popularity of the various sets of records, to the music of which exercises may be taken, has manifested a steady growth, but as yet the surface has barely been scratched and talking machine dealers cannot afford to overlook any means of bringing the merits of these very unique combinations of music and exercise to the attention of an enlarged clientele throughout the country.

Sales of these record sets could be effectively stimulated if dealers in their localities would inaugurate a Health and Gymnasium Week. During this period the stores should feature all the records procurable which are designed to help people in taking health-giving exercises in their own homes or which could be used to good effect in local gymnasiums for the purpose of putting more pep into class marches and class exercises. Such a week would help the store immensely in attracting attention and in not only selling more of these health records, but also in selling more records of all kinds.

Right now, when people are getting into the routine of Winter and when indoor life is making them feel the need of health-giving exercise, is the very best time to put on such a week. People would pay much more attention to such an event at this season than at any other time of the year and this would mean more business from such a stunt now than at any other time.

This special week could be put on by dealers without much effort or trouble and without the expenditure of any very large amount of money. The first step would be to announce that such an event was to be staged. This announcement could be made in ads in the local newspapers and on placards placed in the show windows of

the store. The announcement could be along lines somewhat as follows:

ANNOUNCING

HEALTH AND GYMNASIUM WEEK ALL. NEXT WEEK AT THIS STORE.

Now when cold and disagreeable weather are keeping people indoors who during the Summertime were able to get life-giving fresh air at Summer resorts, at tennis, at golf, at baseball and at other sports there is a widespread desire among the alert, enterprising people of the city to take some sort of exercises which will keep them fit during the Winter.

To make it easier and more profitable for such people to take the desired exercises a number of health-giving phonograph records have been issued. These records and all records soitable for playing at home while taking exercises and in gymnasiums for class work and for marches will be featured in our store next neck.

For this special week we have laid in a complete stock of records of this character. And to all people who purchase certain quantities of records we will give free an album in which to keep them.

Start now to keep fit during the Wintertime and make fun of your daily exercises by doing them to music.

The store then could arrange some very attractive window displays of the sort of records it would sell during the week and to each record in the window displays it could attach a little card telling all about the record and the use to which it was to be put, etc. An attractive feature of the displays would be to show some of the records already in use in local gymnasiums, in the home and in local schools while the children are taking class exercises.

Daily demonstrations in the store would aid

materially in making the event a success and if the dealer could secure the services of some local athlete and have this athlete demonstrate various exercises to the music, either in the window or warerooms, the store would have a drawing card which would be sure to attract large numbers of people and help greatly in selling more of these record sets, which have already proved their worth, such as Walter Camp's "Daily Dozen" and "Weight Reducing Exercises," made by Health Builders, Inc.; "Wallace Reducing Records," made by the Wallace Institute; "Victor Health Records," made by the Victor Talking Machine Co., and the "Copeland Health Records," made by the Bridgeport Dye & Machine Co.

Put on a "Health and Gymnasium Week."
It will attract a lot of attention and help business. You can do it easily and quickly and
inexpensively.

CHATTANOOGA FIRM ADDS VICTOR

CHAITANOGA, TENN., December 6.—One of the latest firms in the South to add the Victor line of talking machines and records is the Southern-Standard Music Co., of this city. A handsome Victor department has been opened in this store under the management of L. M. Murphy, who was formerly connected with the Cable Piano Co. Improvements are planned to the warerooms which will make this one of the finest music stores in this section of the State and a vigorous advertising and sales campaign in the interest of the new line has already been inaugurated. The usual forms of publicity are all being utilized in this drive.

Greetings

THE TALKING MACHINE'S HELPMATE



We are now closing another year in our history—a year that has seen the same high quality of Nyacco albums maintained and the prestige and popularity of Nyacco albums still further increased.

We look forward to 1923 as a big year for the talking machine trade. It is our sincere wish that it will prove the biggest year in your history. Selling Nyacco albums will do much to help make it so.



The Best Interchangeable Leaf Record Album on the Market

New York Album & Card Co., Inc.

NEW YORK 23-25 Lispenard St. A. W. CHAMBERLAIN

New England Factory Representative

174 Tremont St., Boston, Mass.

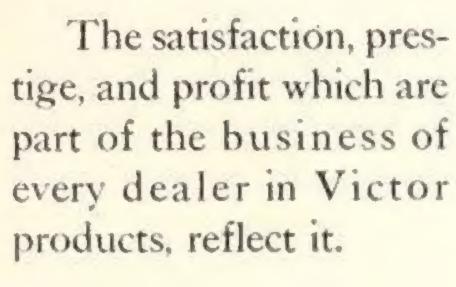
CHICAGO 415-417 S. Jefferson St.

Western Coast Factory Representative, E. R. DARVILL-Munson Raynor Corp., 315 S. Broadway, Los Angeles, Cal.

Victor supremacy is the supremacy of performance



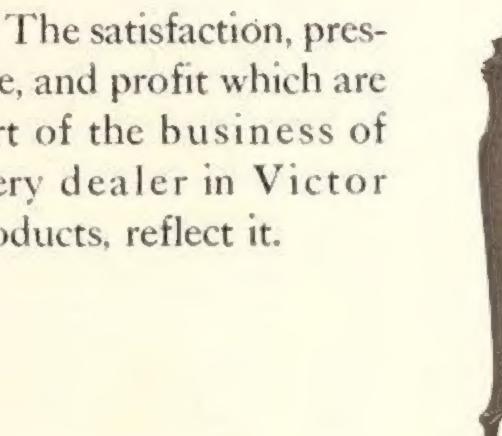
Victrola VI, \$35 Mahogany or cak





Victrola IX







Victrola No. 130 \$350 Victoria No. 130, electric, \$390 Mahogany or cak



Victrola No. 90

\$125

Mahogany, cak or walcut







Victrola

Important: Look for these trade-marks. Under the lid. On the label.

Victor Talking Machine Company Camden, New Jersey

Off With the Old and On With the New-A Year of Achievement and Prosperity Ahead

How quickly the years roll past! The Christmas season is with us again and treading close upon its heels will come the New Year. In spite of the fact that days are full to overflowing, we cannot help but pause for a little quiet retrospection—a looking back, as it were, to the months which have closed of this year of 1922. When the last chapter is ended the New Year will commence and once more we will enter upon the cycle of new and untried experience which will mark another milestone in Life's journey.

When we were younger we cried out "Merry thristmas!" without thinking very much of all which the words implied. Now, however, we say them with an earnestness which increases as the years go past. A "Merry Christmas" does not mean to us now a day of feasting and celebration, but rather the climax of a year well lived.

And so when we say to you, our friends, "A Merry Christmas and a Happy New Year," we mean so much that a volume could scarce contain it. There is nothing perfunctory, or formal, or cold in our manner or heart when we voice these age-old sentiments. We know that your Christmas and ours can only be "Merry" when there is cheer and merriment and joy and a sense of having done well, in our hearts.

In our business lives the great majority of us have worked very bard. It has been necessary—and we are glad of that! Working hard has been good for us. It has taught us to be self-reliant, self-respecting and independent in our thinking. People who are ready to think and work are not lazy. They are not procrastinators. Consequently they get results.

We can have a Merry Christmas in very truth when we know that we have played our part in the Game of Life well; when we have been fair, just, capable and reasonably exacting as business associates; when we have been sympathetic and progressive in home and community life; when we have so planned our time that we have had time enough for the things we needed to do and have not wasted or spent to poor purpose those precious hours which will never come back.

If we can come—you and I—to the end of the year, tired and weary, possibly, but nevertheless able to say with sincerity, "God's in His heaven, all's right with the world!"—then we can have a happy holiday period, because there will be nothing of regret in it. We will know that cordial relations exist between us and our fellowmen and that because we have served well

> A Little Reflection Over Events of the Past Year Will Point the Way to Greater Prosperity in 1923

and done something belpful for others, we have a right to peace and happiness and contentment in the closing days of the year. Doing "something" for others is a very large order. Let us consider it a moment.

First of all, we have a responsibility to ourselves, for unless we are healthy, efficient,
capable, forward-looking, zealous in our chosen
task and ready to give our best to whatever
we undertake, we shall not be ready to do for
others. The machine which carries us swiftly
over the roads to the point of our destination
must be in good running order or it cannot
serve us. We must be right in mental outlook,
in desire to achieve and in the Spirit of Doing
or we cannot serve others.

Those who accomplish most are the ones who begin at home and work outward in an everwidening circle. Let us remember this: "The light that shines farthest, shines brightest at home." That is to say, we will prove ourselves worthy of Christmas joys if we aim definitely to make our own business organization finer, stronger and of loftier ideals. Service is love in action—love is the Christmas spirit.

So let us plan to have glad hearts ourselves and to feel and act in such a kindly manner that old Santa Claus himself would be glad to claim relationship. Some of us, perchance, have not done as much as we might for our chosen calling or profession, through the channels of its trade organization. We have been inclined to question, "What will we get out of it?" This is the spirit of selfishness, as opposed to the spirit of love.

Why not carry the Christmas spirit throughout every day of the New Year? If we do this, we can be sure of good will and harmony and happiness.

We like to think of Christmas as the period when our batteries are recharged by the kindly relations, helpful contacts and efforts in the direction of expansion for the New Year. Some people never have their batteries attended to and then some day the cells go dead at the most inconvenient times. This is the advantage of a regular season for attending to necessary duties, the season for looking over the mechanism of our social and business lives.

Are we grateful and appreciative for the blessings which are ours? Are we doing just what we have to, or as much as we can? Are we unselfish and forward-looking and ready to extend the encouragement which the other fellow needs?

If we have the spirit of Christmas in our hearts there will be little need to worry about the New Year. We are informed that advertising contracts for 1923 already amount to \$250,000,000 and the record is not closed. Even at this, there is an increase of 33 per cent over and above the publicity outlays for 1922.

It is usually conceded that the amount of confidence expressed by the country as a whole in its advertising appropriations is a rather reliable indication of what we may expect in the way of increased or decreased business. If this is so, the New Year bids fair to be prosperous. And if it is prosperous there should be an opportunity for more and better service.

After all, we are really standing at the crossroads, looking both ways. We are sure to see
where we have made mistakes in the past. We
are sure to discover times we might have acted
more promptly, more wisely, more understandingly. But if we have done the best we knew
as we went along, and if we are ready to do
better yet in the days to come, we will be
entitled to a 25th day of December, full of
happiness, and anticipation of greater achievements in the months ahead.

So, when we say, "A Merry Christmas and a Happy New Year," we are thinking of what has gone before and what is to come. We are hoping that the experiences gained will make life richer and brighter and more hopeful.

To each and every one of you we would say, "May Christmas last the whole year through and may the New Year bring you your heart's dearest wish, whatever it may be."

Be very definite in what you want. Head toward that goal, and if it is a possible and reasonable goal, you will reach it. We seldom get to any destination which we do not set out to reach. This is the advantage of resolutions. One resolution firmly determined upon and lived up to is worth a hundred soon forgotten.

A Merry Christmas, and remember that "A merry heart doeth good like a medicine!" And a New Year so happy that it will be a red letter day in the Rosary of the years!



Greetings

The Good Will of our patrons and friends we regard as one of our most valuable assets. The spirit of the season brings to us renewed appreciation of old associates and the value of new friends.

This, then, is our message—May your Christmas be a happy one and success attend your efforts during the coming year, is the sincere wish of

A. BRUNS & SONS

Manufacturers of Phonograph Moving Covers
50 Ralph Ave., Brooklyn, N. Y.

Victor supremacy is the supremacy of performance



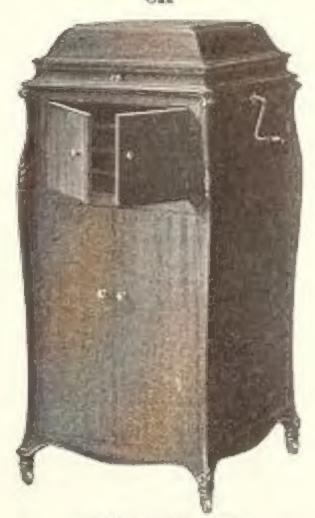


Victrola No. 80 \$100 Mahogany, cok or walnut

Dealers in Victor products experience a high degree of satisfaction in knowing the goods they handle have proved their superiority and are recognized as the standard of the world.



Victrola VIII, \$50



Victrola No. 120 \$275 Victrola No. 120, electric, \$315 Mahogany or eak









Victrola

REG. U. S. PAT. OFF

Important: Look for these trade-marks. Under the lid. On the label. Victor Talking Machine Company

Camden, New Jersey



(Registered in the U. S. Patent Office)

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NEW YORK, DECEMBER 15, 1922

To all our friends in the industry best wishes for a Merry Christmas and a New Year of Prosperity and Happiness.

DEVELOPMENTS AND PROSPECTS REVIEWED

BUSINESS in the talking machine field, which opened so hesitatingly during the early months of 1922, is closing in a manner which testifies not only to the improved financial condition of the nation, but also to the strenuous merchandising efforts in evidence in every branch of the industry.

During the past few months there has been a steady enlargement in the demand for talking machines and records in all sections of the country, and those manufacturers, jobbers and dealers who have taken the public into their confidence through intelligent, constructive advertising have been rewarded by an increasingly satisfactory volume of business.

The year, however, has not been without its dark spots. The great cleaning out of surplus stocks of nondescript talking machines and records interfered in a very large measure with the sales of legitimate, nationally known products. In connection therewith a tendency to extensive price-cutting was evident which naturally was not a factor towards stability or business betterment. Such practices invariably undermine the prestige of those who indulge in this unwise form of trade stimulation.

While the price-cutting situation has considerably bettered, the evil has not entirely disappeared, and it is being "aided and abetted" by the long terms and small initial payments, which have become too prominent these days in the retail field. Dealers make excuses by saying keen competition has brought about this condition, but the fact remains that strong men and strong houses cannot afford to indulge in such practices. Cheapening the product cheapens the makers and cheapens the house selling the product. This condi-

tion calls for serious consideration by dealers who have the best interests of the industry at heart.

Judging from reports of improved business which are reaching us from all parts of the country, there is no question but that the talking machine industry is destined to enjoy a very large measure of prosperity during 1923. In this campaign for placing more talking machines and records in the homes of the people of the United States there should be loyal and indefatigable efforts by the trade as a whole toward maintaining the most improved methods of correct merchandising—methods that will be fair to the purchaser, fair to themselves, and fair to the manufacturer.

The musical and industrial standing of the talking machine has received a great impetus during the past twelve months. Prominent writers on economics have paid tribute to the growing importance and stability of the industry, while celebrated musical critics, leading composers and speakers at great educational conferences held throughout the country have recognized afresh the increasing value of the talking machine in the musical life of the Nation and have willingly recognized its aid in imparting musical knowledge not only in the home, but in the great pedagogical institutions.

Record music is unquestionably making America more musical every day. It is compelling our people to become acquainted with the best in musical literature and with the operas. All this is evident despite the tendency of the paragraphers to descant upon the growth of jazz and music of the lighter sort. This has a place in the musical menu for there must be entrées as well as solids, but the fact remains that the people who are enjoying the music of the talking machine have the opportunity of being brought into contact with the very finest minds in the musical world.

TALKING MACHINE RECORDS IN THE SCHOOLS

THE very interesting information has been forthcoming that in compiling its budget for the new school year the Board of Education of New York has set aside a specified sum of money—a small sum, it is true, for the purchase of talking machine records for schools, some 200 titles being listed which may be ordered by the school principals just as are ordered other supplies for school use. Although the sum set aside for records is small, it is to be hailed as an entering wedge and as indicating a new appreciation of the value of the talking machine in the schools in promoting a better understanding of the principles of good music.

Other cities and towns have long ago taken a lead in this matter, and have provided talking machines and library records for the schools without any great argument. Great cities, however, as do all great bodies, move slowly, and that the school authorities of the metropolis of the nation have at last seen the light and seen fit to set aside a portion of a rather limited budget for the definite purpose of buying records is a move that should have a great influence on the rest of the country.

It is safe to say that the attitude of The Talking Machine Men, Inc., in lending practical and material assistance to the cause of music in the schools through offering prizes, providing supplies for music memory contests, has had a distinct influence in awakening the school authorities to an appreciation of the real value of the talking machine.

THE HARMFUL EFFECTS OF LONG TERMS

As we go about the country we hear talking machine dealers handling various lines complain of the shortage of machines, or at least of the impending shortage that promises to mean lost sales and consequently lost profits before the peak of the holiday buying has past.

On the other hand, we see these same dealers for reasons hard to fathom engage in a hectic rush to put machines into the homes of customers either without initial payment or for a down payment and on terms little short of ridiculous. Down payments of forty-nine and sixty-seven cents or other like amounts on machines selling at \$100 or more have been a common occurrence, and terms formerly kept well within the year are now running from eighteen to twenty months.

The evil effects of long terms as a means of inviting carelessness in the matter of payments with subsequent repossessions and particularly in tying up for the dealer much needed capital, have so often been set forth that their repetition is a waste of time. When, however, retailers are faced with the possibility of being unable to get sufficient machines to take care of holiday demands, and then see fit to send out their present stock on ridiculous terms when they know it cannot be replaced, there develops a condition that is certainly in direct variance with sound business principles.

The replacement value of any merchandise should normally have a direct effect upon the sales price and particularly upon the terms, for a machine that goes out for a half dollar or less as down payment to-day will very probably mean a loss of a sound cash sale before the New Year.

It frequently happens that dealers endeavor to explain low terms by pleading that they bring customers to the store and the salesman can then demand and get larger payments. As a matter of fact, advertised terms like advertised prices are taken by the public to represent the maximum and as a general rule are considered subject to reduction rather than increase.

Next year will in all probability be an excellent year for all kinds of business, but the merchant in any line who ties up his good money unnecessarily in long-time paper at the present time is not going to be in a position to realize in the fullest measure on the business possibilities of the coming months.

THE VALUE OF MUSIC MEMORY CONTESTS

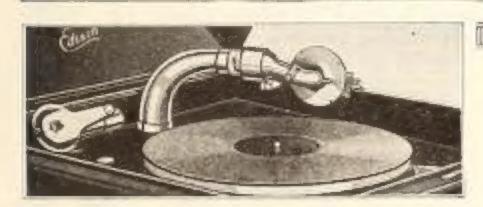
THE decision of The Talking Machine Men, Inc., the organization of talking machine retailers in Greater New York and neighboring districts, to take an active part in the conduct of a music memory contest in the public schools of New York in cooperation with the officials of the Board of Education is distinctly a move in the right direction and may be expected to bring the very satisfactory results that have been realized by dealer organizations in other localities that have followed the same course.

The New York plan calls for the direct linking up of the dealers' stores in various sections with the schools in their particular districts, by having retailers offer a limited number of records free for the use of school classes studying for the contest. The cost of the move is ridiculously small in proportion to the wide interest that is bound to be aroused by the contest and to the direct publicity THE Talking Machine World offers a prize of ten dollars monthly for the next three months for the best article of from four hundred to five hundred words from a dealer, salesman or traveler setting forth an original and practical idea, or a proven plan, for selling or exploiting talking machines or records, or improving collections. The contests will close on the first day of January, February and March. One dollar each will be paid for all articles which do not win prizes, but which are deemed worthy of publication because of the ideas they contain. The plans or ideas must be practical and tested. Address articles to "Contest Editor, Talking Machine World, 373 Fourth Avenue, New York."

for the various members of the association that is certain to result.

Various talking machine companies have accomplished great work for some years past in arousing in school authorities a proper appreciation of the value of the talking machine for music study, but as a rule the local dealers have of their own initative taken very little advantage of the field thus created. By getting in close contact with the schools through music memory contests and by aiding the school authorities directly in their musical work, talking machine dealers, can, as has been proven, develop a direct contact with, and interest in, themselves and their establishment that means dollars and cents in profit, and a business opportunity that can be realized in no other way.

Even though the direct dollars-and-cents results from musical appreciation work may not be realized by the individual dealer to the extent that he feels warranted in expecting, he must remember that he is first of all selling music and that any movement that directly or indirectly is calculated to arouse a greater appreciation for, and interest in, music is bound in some way or another to prove of benefit to him in his business.



Showing Reproducer of Jewel Needle Equipment Turned Up to Change Needle; Also Position When Not in Use



For The New Edison



Showing Reproducer of Jewel Needle Equipment in Position for Playing Edison Record With Fibre Needle

NOT
Just Another Equipment
BUT

a distinct improvement in Tone Reproduction as well as in Mechanical Construction

and Finish.

Send for descriptive circular which contains "HINTS RE-GARDING THE CARE OF A PHONOGRAPH."

WRITE YOUR EDISON JOB-BER. HE HAS IT.

Price the same. Liberal dis-

GUARANTEED IN EVERY WAY.

MONEY BACK IF NOT SATISFIED.

We handle highest grade Jewel Point Needles.



Showing Reproducer of Jewel Needle Equipment in Position for Playing Lateral Cut Records on Edison Phonograph



Showing Back View of Jewel Needle Equipment in Position for Playing Lateral Cut Records on Edison Phonograph

Plays all types of records. Operates the same as the "EDISON" with the LEVER.

No adjustments necessary when changing from lateral to vertical cut records. Stop prevents swinging to the right.

Needle scratch almost entirely removed.

Turning back of Reproducer permits of easy access to needle socket and saves records from unnecessary scratching.

Is the ONLY equipment that plays vertical cut records with a Fibre needle in the proper "EDISON" position with the Reproducer turned FACE DOWN to the record, giving it a floating action. Needle CENTERS on all records.

Straight air-tight construction and absence of movable joints insure perfect reproduction and great volume.

Pivoted ball-joint insures perfect reproduction and freedom of movement both vertically and horizontally.

Weight is the lightest that can produce perfect results, thus saving the record, and permitting a freedom and sweetness of tone considered impossible.

Indestructible NGM-Y-KA diaphragms do not blast, crack, split or warp, and are the greatest development in phonographic sound reproduction in years.

JEWEL PHONOPARTS COMPANY 150-160 W. Whiting St., Chicago

Winter Months Offer Dealers Fine Opportunity of Extending Exceptional Service

The Winter months, with their ice, sleet and snow, offer the talking machine dealer the opportunity of extending service of an exceptional order toward customers and prospects which will strengthen the reputation of any concern as well as result in many sales that would otherwise be lost. For the most part, the woman of the house is the buyer and when the ground is covered with a white mantle of snow and the thermometer is jumping around the zero mark there is little possibility of getting this class of trade to venture from the warm fireside to visit the local music house. No matter how alluring the advertising copy and no matter how much certain records will appeal, there is every possibility that the trip to the music store for a demonstration will be deferred until the quicksilver climbs. In many instances the force of the advertisement will then have been lost or the new monthly record supplements will turn the mind of the prospect toward other and more recent recordings.

Conditions similar to that outlined above can be overcome by the merchant who saves the customer from venturing out by going out into the cold himself. In other words, if the customer will not visit the store it is up to the dealer to visit the customer. This is favorable for the dealer because he can, to a certain extent, choose the time for his visit, and in addition to the records which the prospect has evinced a desire to hear he can take along several other recordings which he is pretty. sure will appeal to the customer he intends to

An hour or so at the telephone each day, taking a certain number of names contained still further by arranging home concerts to of the Victor line in Montgomery County.

on the mailing list at each sitting, will most certainly result in several appointments with customers interested in some of the latest record releases. The merchant should strive to make the appointments in the evening, when the head of the house is pretty sure to be at home. With the whole family circle listening to the records he has brought along for demonstration purposes his chances for making a large sale are much greater than if he had

When Patrons Refuse to Venture Outdoors in the Cold and Snow Dealers Should Make Sales in Their Homes

only one listener. Often what father likes in the way of music may not appeal to mother, and in this advanced age the likes and dislikes of the children play an important part in the decisions of the parents regarding purchases. If there are children in the home and the parents prefer the classics the dealer can probably boost his sales by taking along a few records of popular or dance music.

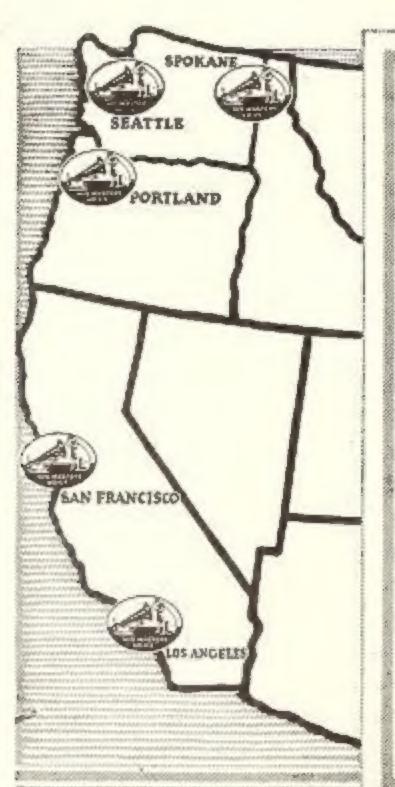
These home demonstrations can be carried

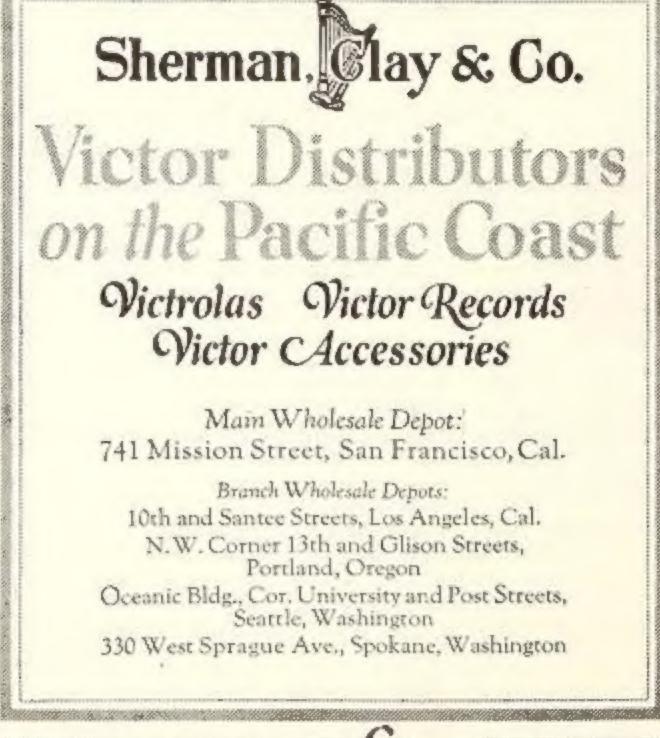
which patrons may invite their friends. In the case of a home concert it would be well to arrange a varied program and the dealer could even consult with his patron as to the program. This latter suggestion would prove especially valuable from the standpoint of adding live names to the prospect list and making sales, because the customer would be apt to know what type of music her particular friends would enjoy most.

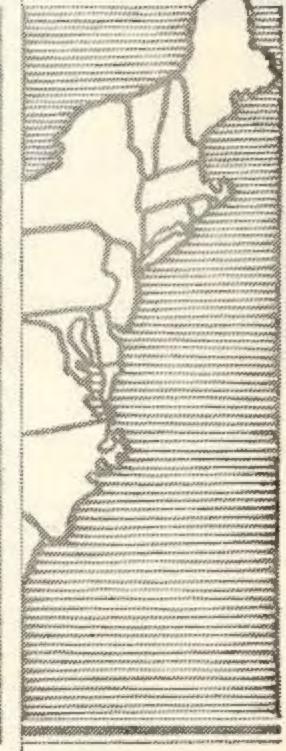
As has been mentioned in a previous paragraph advertising when the weather is exceptionally bad will not draw nearly as well as when the days are fine and crisp. Therefore, the dealer who desires to build a solid patronage on the basis of service should stress this feature of his business. Advertising in the middle of the Winter should contrast the interior of the home with its warm, cozy fireside and the family grouped around, with the bleak out-of-doors. Of course, the main factor of the ad is the contribution of the talking machine to family entertainment. Each advertisement should also contain a statement of the fact that a telephone message will result in a home demonstration of records which the customer may desire to hear at any appointed time. Thus will the advertising be made to reach the height of its effectiveness.

CLAYPOOL-LACY MUSIC CO. BUYS

CRAWFORDSVILLE, IND., December 8.—The entire stock of Victor talking machines and records of Schulz & Schulz, of this city, has been purchased by the Claypool-Lacy Music Co., which will hereafter have the exclusive representation







TING DEPOTS

A Puletide Message from Peerless

LOOKING AHEAD

A big record season is in variably followed by a large demand for albums

It is the confident belief of the writer that a factor of sales in January and February will be your preparation now in the matter of a generous album stock

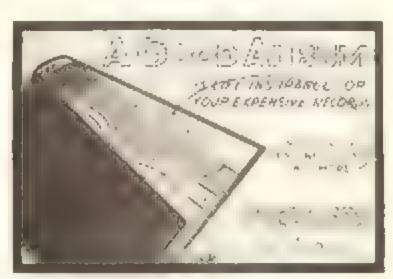
The good profit offered your on Peerless Albums is your one best reason for stocking them. On the other hand Peerless quality, widely known and acknowledged, is a standard that you can safely rely upon for establishing from relations with all your new record customers.

Open the gate to 1923 prosperity now by completing your Peerless Album stock for good service to your chentele and in the interest of greater sales.

The Ravis

To its many customers, friends and to the entire talking machine industry, Peerless extends its heartiest Christmas Greetings and sincere best wishes for the New Year.

We are particularly grateful for our extraordinary business of 1922, due to a large extent to the steadfast patronage of our old customers and the many new accounts which have been added to our clientele.



A Postal will bring this sign to you in the next mail WRITE.

Fully mindful of our great responsibility to the trade in 1923 we have closed contracts for additional manufacturing equipment (soon to be installed) which will allow for further progress and service.



Manufacturers of:

Peerless De Luxe Albums
Peerless All Grades of Record Albums

Peerless "Big Ten" Albums
Peerless Record-Carrying Cases

Peerless Record-Carrying Cases
Peerless Interiors for Victrolas and
Phonographs

Peerless "Classification Systems"

Peerless Record Album Sets for All

Make Machines

Peerless Record Stock Envelopes
Peerless Delivery Bags

Peerless Supplement Envelopes
Peerless Photo Albums

It Does Make A Difference What Album You Sell

PEERLESS ALBUM COMPANY

WALTER S. GRAY
San Francisco
942 Market St.

PHIL. RAVIS, President
636-638 BROADWAY
NEW YORK

L. W. HOUGH Boston 20 Sudbury St.

DECREASE IN PRODUCTION IN TALKING MACHINE FIELD

Department of Commerce Issues Census Figures. Showing Appreciable Decrease in Output of Falking Machine Industry in 1921 as Compared With 1919-New Jersey Leads in Production

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The decrease or production has both in the partied by a converse and in decrease in the number bor of persons employed in the total amount paid dorn gitle the state of live and in the a centroquador for submiss for substable for core and the first or or A WAS A SECTION OF THE PROPERTY OF THE PROPERT tear In Thurs to the tear to be a firm of process, Mall & Commerce of the mart (4,603 cm may consist 72 cm of the first of th period de sono de sono de la constante de la c will be "It a see I have the terms established to the control of the co were a would also in a 42th or sto ger role for the content with the , end is case I are as in the provides representations to the transfer to the state of the orphy where the form a control of the first of the 2,144, co 12 per en etc. en espera en ence ATT A TON T WITH

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THE TALKING MACHINE HER TEACHER

Marion Talley, the Amazing Young Singer of Kunsas City Who Sang for Metropolitan Opera Magnates, Is a Victrola Graduate

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GOLDEN RECORD CO. ENTERS FIELD

Locates Recording Laboratory in Los Angeles
—Plans for Expansion

the ANTERNAM Decrease to Asserting that the example of all or the manufacture of fallong conductors. The ophilis here has started the tracture of ignaturators on the Pacific Coast.

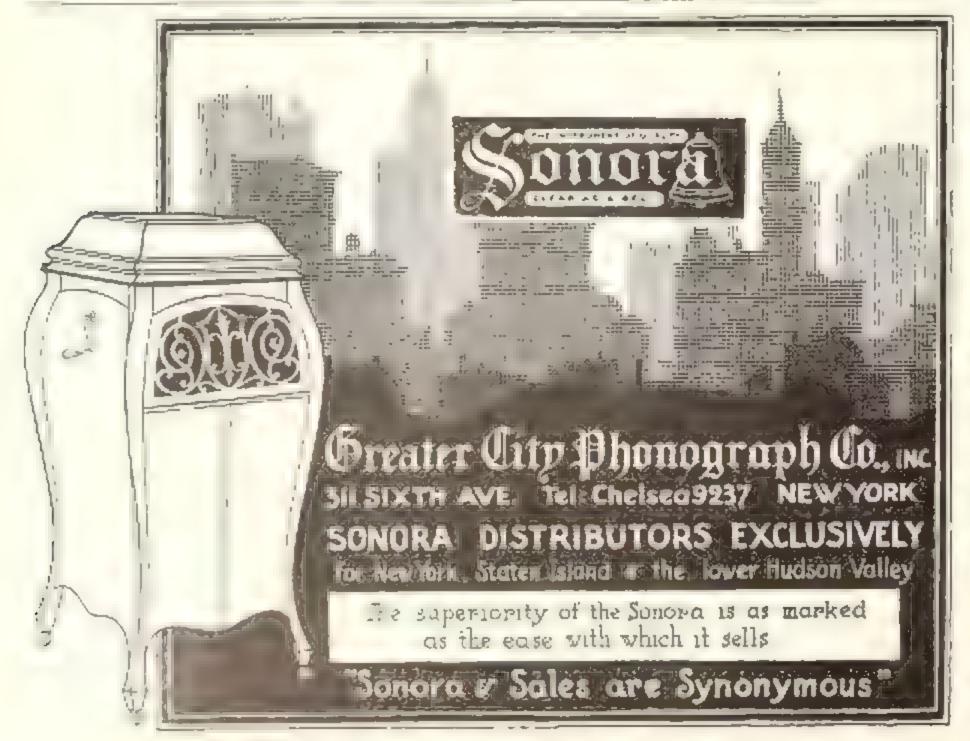
The Golden Ke ord Co, or which Mr. Fitz is president, is housed in a such of rooms at 1041 South Hope street. The company has the Angeles leader, must shop Records by nationally known in a came are about to be made. Mr. Colstin a ballour and Mine. Aldredicate of the 2 the ballour

TIES UP WINDOW WITH CONTEST

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GRANBY CORP. CHANGES NAME

Le Chards Monograph Copy, or North's North's North's Inches the Monograph Charles of the Samuel of the Samuel Copy of the Samue



Radiolo

TRADE MARK REG. U.S. PAT. OFF.

The name RADIOLA is a trademark which is the property of the Radio Corporation of America and which is registered in the U. S. Patent Office. It designates only the radio receiving sets of the Radio Corporation of America.

The name RADIOLA is not only an identifying symbol and, therefore, a protection to the public, but also a guarantee that the radio set to which it is applied embodies the latest approved results of scientific research conducted on behalf of the Radio Corporation of America.



Protection.

Among RC4 distributors are the following famous music houses:

ALBANY RADIO CORPORATION, Albany, N. Y. LANDAY BROS., Inc., New York City LYON & HEALY, Chicago, Ill. W. F. FREDERICK PIANO CO., Uniontown, Pa. GENERAL RADIO CORP., Philadelphia, Pa.



Sales Department, Suite 2076
233 Broadway, New York, N. Y.

District Office
10 South 1 a Salle St., Chicago, 111.

The Portable Talking Machine Can Be Sold Throughout the Entire Year :: By Carl Knittel

| Trends | T

the larguages than with the aid of the talking of the land district on develop that business and to the fact that the portable can be carred to be seen alone quiet and concentration in help?

Suppose to children want to dance at the most text door. Our goes the portable and one people is cut door get a taste of the new circle pleasure, possible becoming a District of the section.

Prospects Who Cannot Afford Large and Expensive Models Can Be Sold Portables Regardless of Season

perable in the record very well and allow record very well and allow record very well and allow required for the salesmon's without the salesmon's without the salesmon's without the salesmon's and him or rule or the counter- in the comparison has some

the confidence of the portable at we have the so for any the product the produ

thans times made more cheerful to the invalid by the russe of a portable carried into the room, and, in some sanitariums, from room to room.

Many dealers who indulge in the sending out to house-to-house subcitors in selling either addings or records have found the portable a wonderful sales help. Thristmas clubs in factories and offices are be made up in this way he taken the made up in the sale of stories are, rather than waiting for their tectures.

In other words, the portable puts a positive point into come sales campaign, as you can pack it up and so after the business if necessary

All these thoughts are given with the idea of constructively beloing the dealer develop but-mest in a channel that he may not have thought of before and to bring about a realization of the fact that a little effort in a new direction may result in increased business.

SUGGEST LIBRARY "TALKER" ROOMS

New York librariers are discussing a sug-10-1 on that a remarks set aside in the larger 10-ten subset talking machine music may be placed. The oder is based on the theory that outset is the close 1 on the arts to literature and that of the on text-books on music are on on academic value when there is not a read means of the train, them by sound

A critical talkers, insoling dealer in a small of trace in a little of catering to automoliders will reset though his community. Bill heard address in dozente mak



Flexlume Signs

For more than ten years the Flexlume Corporation has been learning how to make electric signs draw business.

There is more to it than glass and metal—design, for instance, the art of making the sign carry advertising thought. There is the science of proper illumina-

tion, the right kind of construction and the importance of having a nation-wide service organization.

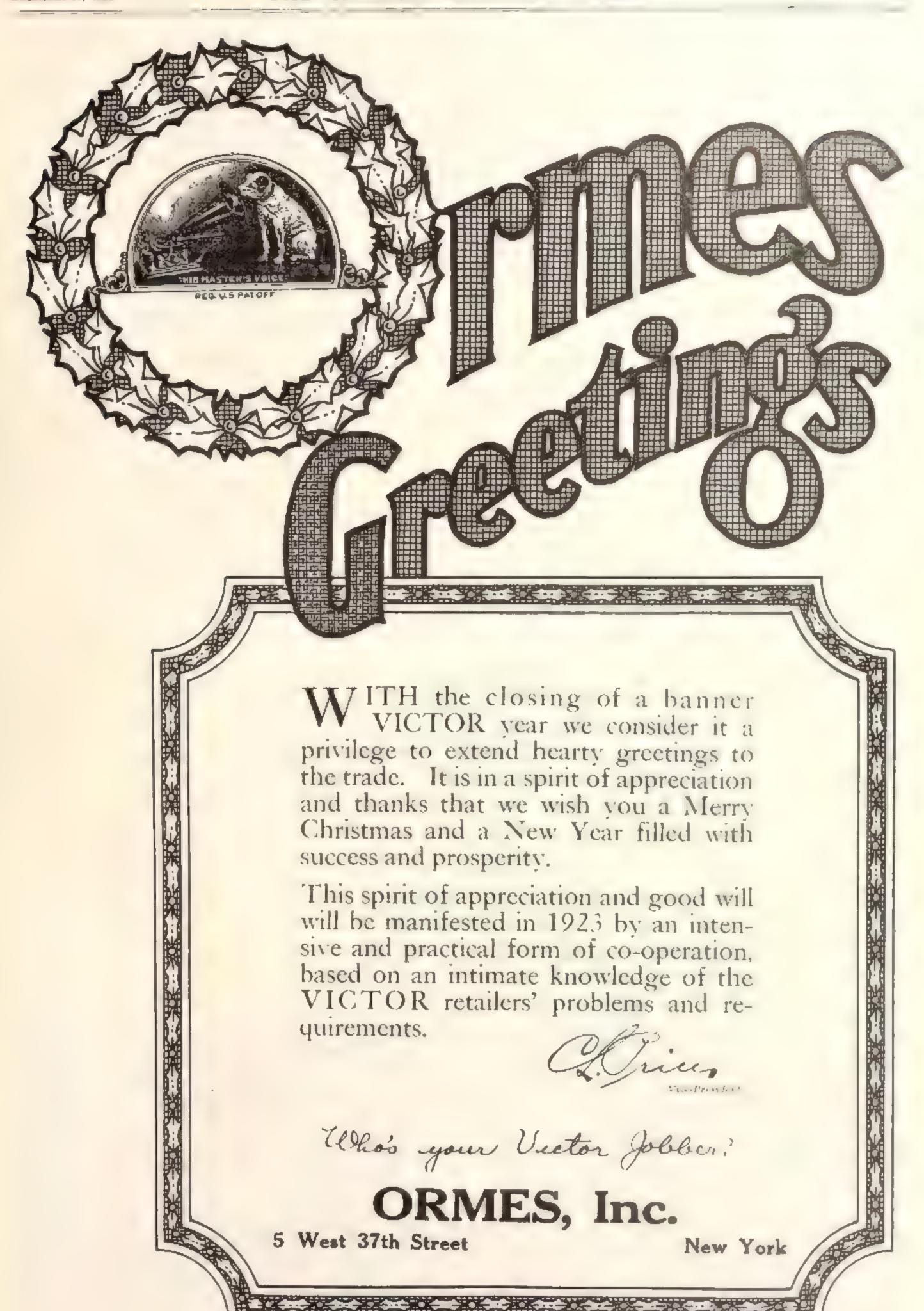
All these points have been perfected by Flexlume in ten years of specializing on a particular type of sign.

Let us send you a sketch showing a Flectume tor YOUR business.

FLEXLUME CORPORATION

36 Kail St., Buffalo, N. Y.





How Advertising of Long Terms Operates to the Discredit of the Industry in Many Ways

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the tipe and a shall be to day—and by seems and the seems and a shift—is able to the action of the seems and a shift—is able to the action of the seems and a shift —is able to the action of the seems and a shift —is able to the seems and a shift —is an action of the seems and a shift —is an action to the shift —is an action to the section —in a shift —is an action to the section —in a shift —is an action desired.

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That is the way agreewhile are sold and that is the way talking machine, should be sold. Price should not be an is us and terms should not be an is us and terms should not be an is us a the desire is created so strongly that it as meet be defined.

In death to both a fallone to time will be record down those lines, providing the retailers, as a whole, percade their advertises, and sales promotion work with constructive of the of the sales promotion.

In the retail trade continues to unpress the jubble with the cheipness of the talking ma-

Talking Machine
Shortage Problem During Holiday Period
Solved by Short Terms
and Good Initial Cash

the collection of the purious will be idea the collection of the c

Richt now is the traction with credits and shorter terms, for every instrument in over all the fluor on terms cover in several years or short term has a probable later sole on an about term has a fusional sold on the term has days cannot be replaced readily and their blace an added from that all the many there have an added from that all the many there is all to appreciate. Short terms and about a significant shorters will help solve the fallow, tracking shorters will help solve the fallow, tracking shorters problem during the holidays and Spring, and at the some time holidays and Spring, and at the some time holidays and Spring, and at the some time.

A farge regions of tellars machine descer-

will recognize the truth of what has just been said, and a large majority of them will protect the future of their ewi business and the juture of the nadistry by recusing to continue to the ipen the wonderful products they are selling and to recognize their sales and advertising policy along times that bent normal business could teste, rather than utilize publicity and selling methods which belong only to the de-

NEW BRUNSWICK MOVING PICTURE

Designed to Exploit the Brunswick Phonograph—Has Clever and Entertaining Scenario

The Brunswick Baper Collender Co., with its usual enterprise, has just had manuactured by one of the largest firm companies at a rost or occial thou and dodars a new moving picture exploiting the Brun-wick phonograph. It is the tetled 'Where Harmony Reigns, in A Flat' The second at about 350 reet in Jength, and so a amond artistic production with a complete security that is clever and entertaining. The ree will be loaded to Brunswick dealers free et large for a jeriod of two weeks with the understanding that they make prompt use of it is ther social fleatres, or they have the opion or parchasing at all desired, the dealer's name and address as well as his slogan, applans at the end of the fam. A very interest in tolder bearing upon this new Brunswick The last ust been sent to the trade showing los to reel can be made an effective adjunct to the dealer's newspaper and general adver-*(= 1 / 1 111 | 1/2 / 11

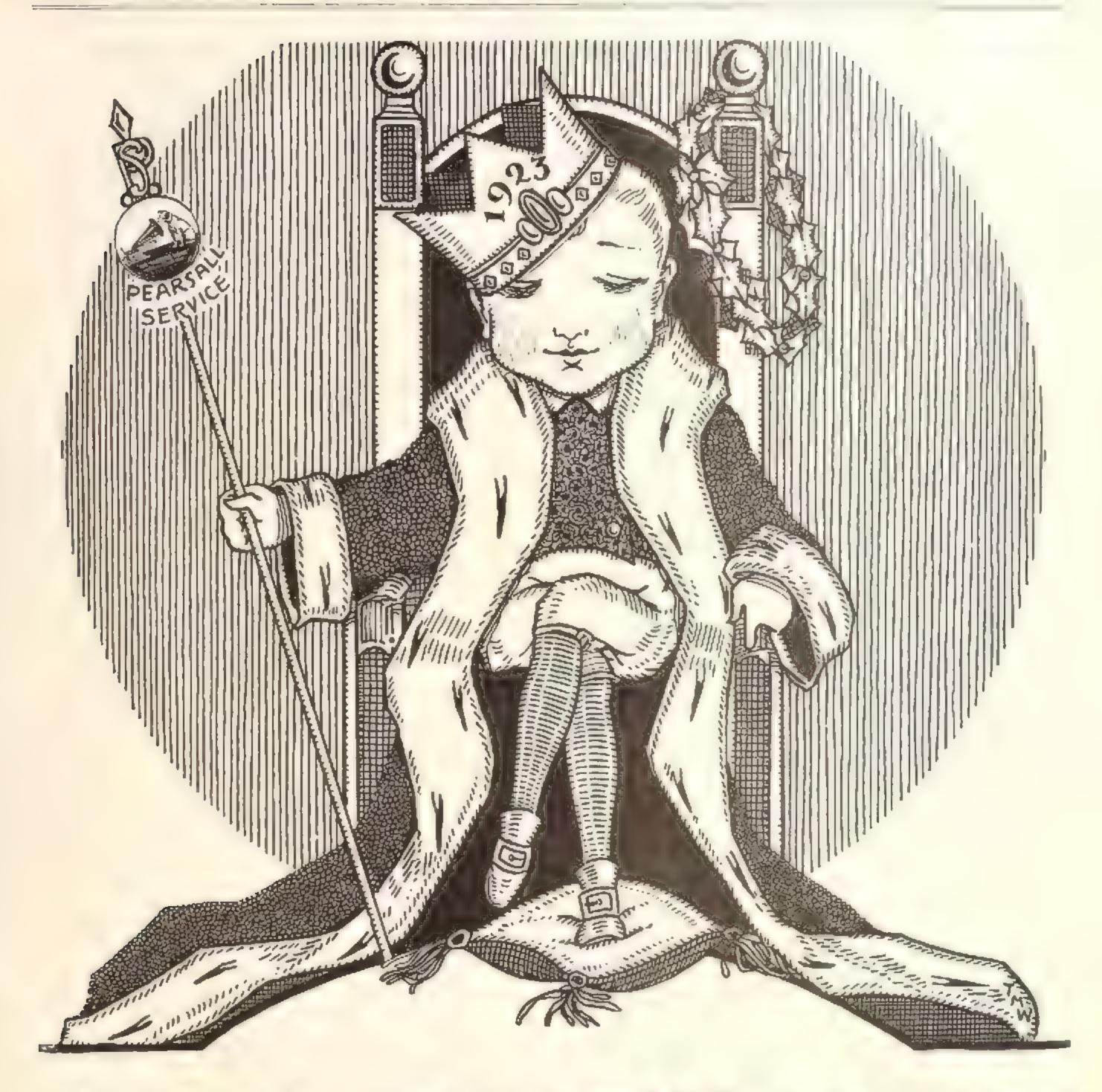
BROADCAST "VICTROLA CONCERT"

Washington, D. C., Department Store Features
Victrola in Radio Concert

Westing a department tore of this city, is broad afth concerts it which me instrument will be feathered exclusively at each concert kneeds a "Victoria Concert" was given, every utender being combard by the following machine. The Windward & Luthrap tasks broadcasting station, a one of the hest equipped in the South the concern reports that the sale of talking machines and records has been greatly stime faint since the just diston or a complete radio department.

the loss of small sales, which being success.





A ROYAL WELCOME TO 1923 A NEW KING

In welcoming the NEW YEAR, it is our earnest hope that 1923 will bring to Victor dealers a full measure of prosperity and happiness.

It is with keen pleasure that we extend our thanks to Victor retailers for the patronage and confidence with which they favored us during 1922.

10 EAST 39th ST. NEW YORK CITY

SILAS E PEARSALL COMPANY

THOMAS F. GREEN. President

The ALBUM method EXCELS all other RECORD FILING systems EVER TRIED



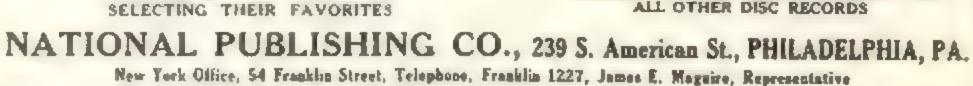
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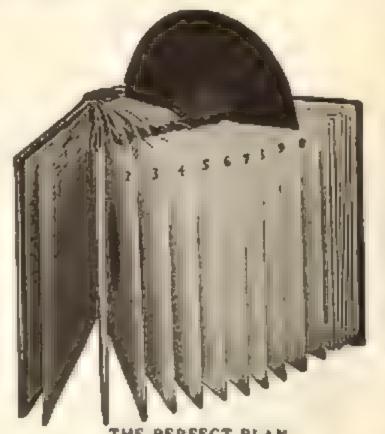
Our Record Album factory—all or any part of it—is at your command. Hundreds of customers can and will gladly testify as to the good quality of our production.

Our large and growing business is due to satisfied customers and repeat orders.

Imprint (firm name or trade mark) stamped on covers if desired when orders are sufficiently large to justify it.

OUR ALBUMS ARE MADE TO CONTAIN VICTOR, COLUMBIA, EDISON, PATHE, VOCALION AND ALL OTHER DISC RECORDS





PACKARD MUSIC HOUSE ADDS CHENEY

Prominent Fort Wayne, Ind., Music Concern Features Acquisition of Agency in "Cheney Opening and Demonstration Week"

The VanKorn Shower Co-points with pride to its appointment of the Packard Music House, Fort Wayne, Ind., as a dealer of Chency in strainents. The Chency line was acquired by the large Indiana noise house the latter part



View of Packard Talking Machine Department of Ortober, when a week was set aside as "Chenex Opening and Demonstration Week"

A very effective showing of all the models was made on the floor and many visitors came to the store. Both partners of the jobbing firm were present, along with a young lady who was brought to do special work during the dimonstration. There's advertising space was used dark announcing the event. One of the big attractions during the opening was a display in the window of a working model, the case of which was not in stircly of plate glass, enabling passer in the young the mechanism as it operated.

A basine's is as afrong a its greatest weakness, whether that be in the sales organization, the collection department, effects inglete

STUDY SUCCESSFUL COMPETITION

Some Profitable Pointers May Be Gleaned From Other Merchants in the Same Business Who Are Achieving Outstanding Success

What are your competitors doing? Not the induces, or those making a bare living, but the merchants in your community handling talker, machines and records who are doing a nod business and, in short, making a success of their entripress. Yet you watching them students their methods and gaming a knowledge of the things or policies which are drawing existences to their stores and taking them away from consists you are not, then begin now and take advantage of what you learn by to heat your competitor to it, don't toflow it his toristeps.

One think is sore, when a man acides a site case of his business it is because he methods appeal to the public. He attracts their attention by new, foreible and effective methods of presenting his goods. He keeps his line and his store before the minds of the public steadily and persistently and he loses no opportunity of making a sale.

The merchant who sits back and is satisfied to merch take any stray crimbs which may come his way certainly will not make any great success of his husiness, and he cannot expect to build up a solid, substantial trade in this way. A systematic campaign in all branches or business is the only way in which expansion in he accomplished. This means a vigorous campaign in advertising, publicity of all kinds, sales drives, etc. New ideas put into effect are the things that count. Unusual windows, 'different' advertising and concentrated sales drives are bound to result in a general stimulation of trade.

Worry leads to meffectiveness in business

VICTOR HOLIDAY DEALER PUBLICITY

Artistic Folders, Illustrating Machines, Listing Christmas Records and Other Special Publicity Matter Sent to Dealers

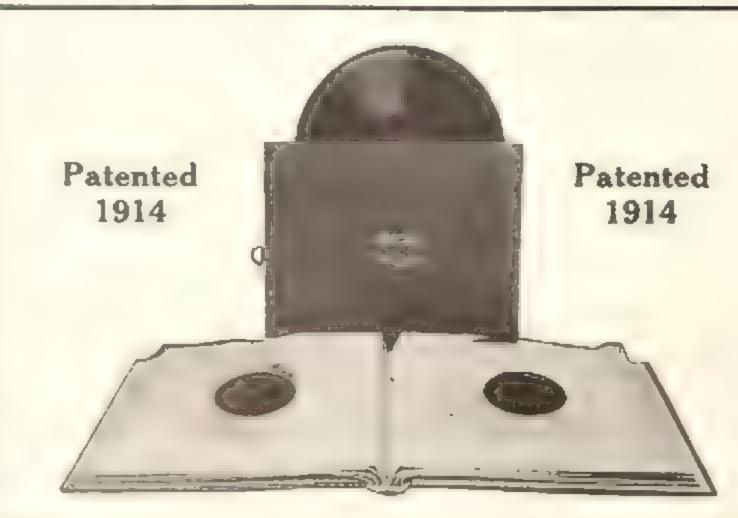
A lot of very effective and artistic Christmas holiday material has just been sent out by the Victor to its dealers which, it properly handled, should be resultful in developing holiday trade. One of the most artistic is a lithugraphed tolder in several colors which contains illustrations not only of the most popular styles or Victiolas, but also pictures of the leading Victor artists and a strimilative talk on music This is accompanied by a quality envelope to enclose the jolder, which is designed to be sent out with a carefully prepared scaled letter. An other tolder is devoted to a list of Victor records best suited to the holiday season. There are also successions for three separate and distinctive window displays embodied in a fourpage folder which show the best and most effective ways of using the material for window decoration which the Victor Co is providing

Two large posters have also been sent out, one suitable for window use and the other for use in the store, both of which contain the selected list of Christmas records

Dealers are contunate in being able to secure such a comprehensive array of high-class bold day material in simplifies their problems of window and store display and enables them to get in close touch with machine and record prospects

FILES BANKRUPTCY PETITION

An involuntary petition in bankruptcy has been filed by the Paul Talking Maclane Shop, 112 Main street, Kansas City, Mo. Joseph M. Jones has been appointed receiver for the concern.



You Can't Deny

that the STABILITY of your trade depends upon the Stability of the merchandise you handle. Many a dealer who paid out his hard earned money for Quantity rather than Quality soon saw his trade gradually dwindle away.

On the other hand, the conscientious merchant who appreciates Quality and insists upon selling only goods of Quality constantly increases his business. He knows Quality goods when he sees them. That's why Boston Albums will always be found in his store. Boston Albums are Quality goods and he knows it. It you are not handling Boston Albums, write us today for samples.

BOSTON BOOK COMPANY

501-509 PLYMOUTH COURT CHICAGO, ILL.

A Personal Messa



HRISTMAS, 1922, marks the Fourth Anniversary of our Okeh Record. Starting with a small program, thanks to

the co-operation of our friends, we were able to build up a big repertoire in American and Foreign records. You have helped us to make Okeh a national organization, and we consider you part of it.

OKER RECORDS

1 . 10 1

N this Christmas Message we want to express our sincerest thanks and appreciation. We promise to follow the same policy in the future we have in the past, continuing to make the BEST RECORD.

Our Sincerest Wishes for a Very Merry Christmas and a Happy and Prosperous New Year!

He Western

GENERAL PHONOGRAPH CORPORATION

25 West 45th Street

NEW YORK, N. Y.





PHONOGRAPHS AND RECORDS

Overloading Salesmen With Too Many Prospects Invariably Results in Lost Sales

The fallong naiching business depends more on scenning live prospects and their propehandhay so that the maximum number of sales will be se gred than most other businesses and, therefore, this branch of the trade should be made the subject of considerable study so that polices may be formulated which will not only result in the securing of live prospects, but wal also leavy about sales. Numercus in trods of somera prespects are in vogue, most of which their about the required results and practically all dealers have a fairly me list. When they tall down is in the disimbution of these prospects to the various -alesmon and conversers the dearer or sales manager to ide down his canyassees and salesarm with a six ' roumber of names and the result is a lack of concentration. The salesnun tires to visit as many of these as possible during the course of a month and in his cagerness he does not give the time he should to each individual prospect. In many instances the salesman has a prospect half sold and he then leaves to visit the next one. Before he returns to the half-sold prospect again the sale has been lost through change of mind or perhaps an instrument has been jurchased elsewhere.

The point is that it would be much better for the dealer to cut down the number of prospects which the salesman is expected to see so that more altention can be given to each. In a certain talknow machine store in the metropolitan area five outside scoesmen were supplied with an average of 700 names and sent out. Now, no salesman can cover

the ground which these men were expected to and get the hest results. These men made a reat number of casts in order to make a good shown ton their reports. Sales, however, did not come up to expectations and after much thought the sales manager cut down the number of prospects per salesman to fifty and in a brief talk impressed on their much the necessity of giving prospective customers more time. In short, the men were told that where

of holorovielthelinikanillationkerien

and the second and the second of the second

Lack of Concentration on Individuals Is Very Often the Reason for Poor Results of Really Good Salesmen

a prospect showed the least interest in the owner-hip of a talking machine the salesman should stick until the sale was made or lost the result of this change of policy was far heyond expectations. No more balf-made sales were lost and the monthly reports of the salesman showed a startling jump in sales totals

A salesman of wide experience in the retail music held recently made a suggestion to the

writer win to the brown a contract of the pointed out that a control of the co the stor neo which the dead for the hallow of the property of the contriable to tribe certact is noted and the Fuch salesman should be a good of a Salat (180) her or [0.0 [m-1 15, -15] her taken from the left and gas, i a the back nunt tala Ciercironi andres year to see placed there by one of the affect : Of committee the property thinks he seems the some and a full to there the effect of the property of th salesman contralls some the new me the box and may be upon til for each Trasons

No two sale mer approver also arrest the ments of their line in exacts. The arrest the ner and where our man be sailed to appeal to the prospect another may success through the difference of approans and promission. A menter which appeal to morphism of the arrest to assume which must historian by a respect to assume that must align in the mind of the prospect and thus chrimate and changes of radial to sale and another salesman with success the strikes the rist note.

HARRY RIDDELL A PROUD DADDY

Harry Riddell, manager of the Muskeron Brunswack Shop, Muskeron, Much has a new use for his Brunswock in quieting or drowning out young Mr. Kirkland Riddell a newly arrived ten pounder.

OKER Records

Artists of national and international fame are today entering the homes of the American public through Okeh records. Dealers who have not given close consideration to the wonderful quality of these records, both as to the fame of the artists and the perfection of reproduction, are not keeping in touch with their best interests.

We are prepared to ship orders the same day as received and aid our dealers with selling plans that are effective—in fact, we offer a proposition that is of advantage and interest to you.

The Artophone Corporation

1103 Olive Street, ST. LOUIS, MO.

307 Kansas City Life Building, Kansas City, Mo.

Wholesale distributors of Okeh Records for the South and Southwest

Read how Columbia Dealers at a nominal

What you get each month

- A pictorial presentation of a commuting sales idea that will increase your record husiness many times, beautifully lithographed in eight colors on sheets 22 x 32 inches
- 2 Window streamers—one or two window streamers lithographed in two colors, featuring special releases or seasonable lists. This is your window's "head-line."
- 3 Special lists of records, approprintely illustrated in eight colors that will turn over your stocks on hand
- 4 A: least six cutouts, litho graphed in eight colors all on current records and monthly releases that will move the goods
- 5 Arrist Poster—a beautiful por trait of one of Columbia's Exclusive Arrists lithographed in eight to ten colors. Good all the year round

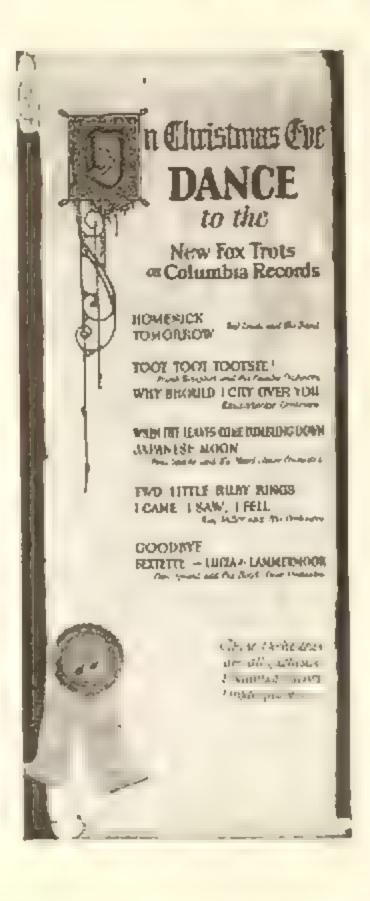
The thousands of Columbia Dealers who have used these displays for the past eight years will tell you that they would not be without them at any price

We will gladly refer you to scalers in your own state who have immensely increased their business by the use of these window displays. If you want to assure yourself a good share of next year's prosperity you could not make a better move than to subscribe immediately for the Columbia Window Display Service for 1923.

Read what the experts say

EVERYBODY knows that the best business bringer a dealer can have is his window. But unless that window is used right, much of its good is lost. The big question for every Columbia Dealer to decide is, what will you put in your window for 1923 to increase your sales?

We'll answer that by saying, we have created for Columbia Dealers what experts call the finest series of window displays ever gotten up to sell phonographs.



Here's the Beautiful

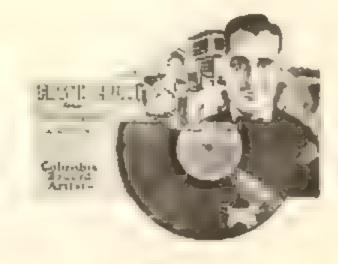
THE eleven pieces of display advertising pictured here constitute the Columbia Window Trim for December, 1922

Lithographed in eight colors and done by a number of the best artists in New York, it possesses attention-getting powers and salescreating value which will make it the talk of the trade











COLUMBIA GRAPHOPHONE COMPANY

can "Double Up" Sales for 1923 cost per month!

By preparing these displays in large quantities, we have gotten the price down to an insignificant sum per dealer.

For Christmas, 1922, nearly 4000 Columbia Dealers will have the Christmas display shown below in their windows.

It is only a taste of what is coming for 1923.

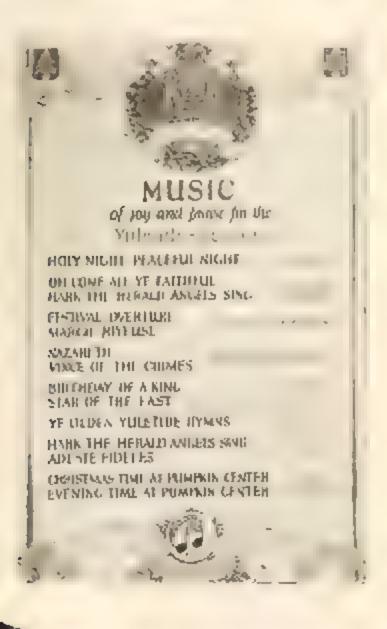
For full information about this splendid sales material send the attached coupon to your branch.

Christmas Display

If you are not one of the 4000 Columbia Dealers who will have this display for this Christmas, write or wire your nearest branch and get yours at once.

Never in the history of merchandising has so little money bought so much selling help

Read what the experts say







Read what the experts say:

The Educational Director of the Associated Advertising Clubs of the World says:—

I do not know a littler this path of retail dealer could be to attempt on the own but next than both next was not to a little of advections star by axing a all a clover y where I and an alow happy as you people have treated."

EARLE FEARSON

The Secretary-Treasurer of the Association of National Advertisers, Inc., says.—

One of the prevex in the diplay to refer after tee my attention was that or Cyrena Van Gordon as Beautifule or the Valuyre. I just left when I have that to preture, that I wanted to go right off to a Columbia store and her the present. But if I had not been provinged to see this picture privately, and had been me of the men in the offert passeny by a dealer's store, how rank I know that the dealer had with a resent if he in that the dealer had with a resent if he in the

"If I were a Columbia Dealer I whall certainly see that every his continued the display were purt to use."

TORK SULLIVAN

One of the foremost poster artists of America says.—

I have seen the C restman wandow display of your company and regard it as an exceptional present adspitising

It seems to me that we need nigher standards of art in retail dealers' win down, reaching as they to the rank and file of people who pass continually up and down Mash Street

Your display has real ment, not only from the standpoint of attracting attention to the dealers arrors but the anner conception is one calculated in arthgorals.

ADOLPH ERRIDLER

The Vice-President of The Art Directors Club, Inc., says:

'Your Christmas display for the destres' sciolous for your Gristmola I consider a fine of not the finest of its type that I have seen. In his a treatmest and a charm that atteach and invites, something that more blatancy and color never achieve.'

FREDERIC J SUPE





1819 Broadway, New York

COLUMBIA GRAPHOPHONE CO.

(Mail this coupon, properly signed, to your Columbia Branch)

Without any obligation to me, please send me full information about the Columbia Monthly Window Display Service for 1922 and the special trim for Christmas, 1922

Name

Address.... , ,

Suggestions for Making Sales of Machines and Records During Holidays :: By W. Bliss Stoddard

st less verbeits united fact rear in a and campaign to push the sale of tallener musthe the restant as Unistinis guestion Year para, are through white ow displace per - The sed Amoustribons all passed their part in adjustating people with the distable y of a 'a long mark or they say that 'the consand drop a water wors away the roughest store and the constant repetition of True a Landersch er Hay a Takana Machine' as a non-a most every practice daily populs . . hourd to get the reader to the will a seest at less purchesses somer or later. These appears were and and were unland with the idea that a fair it man have was a wearest of her to and excess to the for the form its the formal the lies said about parason clubs that in place of a war look to the die a s long dair

special then Stees class, through which one out the popular process rather than the popular process rather than the popular process at the process of the popular process, bewever, was their offer of a complete set or highbird than with each phonograph. The forward in the other colleges with the line and at the other colleges of the talking racions. To offer the talking racions which the set with the line was and at the other colleges of the talking racions. To offer the threshold of which the threshold of the colleges the way, making with a Circle of weet, which started the other threshold being days. Chinespools for the Christians Holis days.

the P. A Starck Prime to was another fore that made a special offer to so are the boliday purely on a tallow; made no. It of each free with each made a bandsome thoor lamp with all the postine ent and lamp were a played in the window, while maide, on a low patrons covered with a so thing were placed one of the lamps (Lyhhad) and one of the phonographs. This machine was kest in constant intent to do a noting to quark and the large stock of relords in the rack my would be played to sint the voiters large. In this does a large meal order by my and one of the name features on its successive the

that it all ps phonographs anywhere for a free trial

Shall a street, to starting records rather than taking marlines, had one catchy display that called instant attention to the late records. In the corner was shown a Christinas tree, garly discorated with lights and tinsel, heside which stood Sinta Clias with his park. In the forestood was a talking machine wreathed with pane and holly. Around this was dancing a crite or liquids. Fach alternate one was a record with bands, feet and head made of his bare stark, painted back, while hetween cuch was a black cardboard figure, the lead of wheel was in the shape of a mask note, and or wheel was in the shape of a mask note,

Original Methods to Garner Gift Dollars By Live Dealers of St. Louis Result in Increased Business

The tree coldinated by the

whole the account and here were grete quely curled. A card with a look horder advised.

TT TOURSELLE COLD ACTION

Reconstruction of the second s

A good of certain plan use at theme machine will me, for our many but a the years to come, we would don't by McNobol. In the per cound we town a prior graph or trent or which were two children denoing their dolls to the mind of its mush. The wast was pointed grey, with white counds. In the center of the urst. Lord were several youths and maidens.

astoring to the music of a machine. The second cloud showed a mother socking her child to sleep to the snothing tones of a lift aby from the machine at her sole. The third cloud showed a couple well on in middle life sitting close together listening to the music of a phonograph A card by the actual machine suggested:

YEARS OF HAPPINESS IN ONE CHRISTMAS GIFT

House of HHIS Constitute gott as a grift of yearfound Christians officer for many years to come You and your raining and friends can empty all the grosse of all the world for a latetime when you give a Containing Gradient a

The talking machine as a means of keeping Cublics at home was recently suggested by the traid Loader Their striking window first brought the idea before the public. The floor was covered with cotton to represent snow, and in the background were small trees, also tend is possibled. In the foreground was a toy le use, about four feet high. The door was open and the interior brightly lighted. In a high chair -at a doll, gazing at a phonograph of actual size, which took up the greater part of the interior of the house. The window was high ed by bulbs of blue glass, which gave a a coordinate effect to the scene the bright light in the little house causing the phonograph to stand out districtly. A card near the glass anggested.

VIOLING TIKE MUSIC TO KEEP THE YOUNGSTERS ENTERS AINED

Put a phonograph in your home if you want to keep the children three

The numbers of people have but a faint coneption of the execut variety of records that are he are produced and it takes an ad like that of the Florie Mirsie Co, I sucaster, Pa, to bring home the fact that they can get practically any variety than desire. This enterprising firm records took an entire page in the local paper, in the center of which it placed the cut of a fric Victo's Above, below and on either side were little boxes on the top of each of which was penaled one of the headings concert songs, worth cutal ballad-, comic, Italian gems, operagents Church here is positive songs, sacred songs, marches, transcriptions, Hawanan airs, folk sorps and descriptive, as well as jazz, mazarka, fox tret, warr, one step and two-step In such a list there was music of a kind to please the most diverse fastes. If it had arranged a window along the same line, with a Victoria, and the records, labeled as above, set in wire racks suspended from the ceiling or laid on the floor, it would have acted as a very potent selling agent for the disposal of these records. Incidentally, considerable publicity was lained for the company's dance records by offering their with a Victiola for the use of public dances. Once the young people found to what good advantage they could be used for the larger dances, they were more apt to see the possibilities of same for little informal at home dances and the sale of this class of records was given a decided impetits. Not only that, but vocal and descriptive selections to be placed upon the Victrola while the dancers were resting were freely loaned, and in this way the latest song luts of the metropolis were brought to the attention of the public as soon as they were received in stock, resulting in an early call at the store for some of those which had Struck their fancy

Fix this firmly in your mind. There is a buyer for every article manufactured

"EMPIRE" Packing Cases

Reinforced
Three-Ply
Veneer



Standard

for
Phonographs
and
Radio Sets

Let us figure on your requirements

EMPIRE MFG. COMPANY, Goldsboro, N. C.

A Merry Christmas

and

A Healthy and Prosperous New Year

(0)

THIS year has been a healthy year for ourselves, for our dealers and for their customers. Over 1800 retailers have been added to the list of those selling "Health Builder" sets of Walter Camp's "Daily Dozen" on phonograph records. Almost all of these new accounts have reordered substantially and repeatedly, thus proving the healthy demand for "Health Builder" products. 1922 also saw the advent of the Health Builder "Weight Reducing" set, which met with instantaneous popularity.

The "Health Builder" sets, attractively contained in albums with charts, etc., offer you an inviting source of revenue for 1923. An intensive and expansive campaign of national advertising will increase interest. If you sell "Health Builder" products you will cash in on these demands and therefore we are sure you will find 1923 a Prosperous New Year for you and a healthy one for your customers.



Plan to sell the "Daily Dozen" and also the "Health Builder" Weight Reducing Sets for 1923. Send for full information today

to

Health Builders

INCORPORATED:

Department W 12

334 Fifth Avenue - New York

TRADE CONDITIONS IN BERMUDA

W. D. Wadson, Here After Victor Shipments, fells of Big Possibilities on His Island— Installs Sheet Music Department

When X so did so Brounds, is between X so did so Brounds, is between the distance of the property of the prope

If an der ext of in the Music letter Protected Very ton compact which is constant a sur, the fine decket the star a trace selection of majorita mass. The letter are made arrow chartes to carry pupular one.

In spearing or general trade conditions in Lemma Mr. Wadson with he texts that the Victor with in his territory have largly so atched the surface of possibilities. While it is true that for a number of years the choice done an excellent business he reels that the victor will be a creater expansion in the demonstrate many of the many of its treater expansion in the demonstrate many of the many of the formal training the many of the second

Sitting hard and sound rising loss to strong to collections or in reasons this wife had do the trick in a fact than his are harded up by arthon

EFFECTIVE WINDOW DISPLAYS

Collins Piano Co., of New Orleans, Features Timely Windows—"Ned" Wilson Firm Believer in This Type of Publicity

New Overans, La, Dacenber a The Collins From Co., at Ell featurest street, Victor dealer, La been features recently a cries of effective wineasy displays the University only only other ted the affection of passers his, but have produced direct sales. One of the elwindows featured the popular horst hit, "Whe Should Lary Over You had a large start of the display the Collins Prantice of sold an exceptionally farce inhibiter of Victor records featuring this hit."

"Ned! Wilson, manager of the Collins Plano Co, and one of the most popular near in the level trade, it a few behave and medicalis direction the Collins windows are changed frequently and abnost invariably present displays well calculated to produce direct results. He takes advantage or holidays and other tends events to prepare windows particularly pertunent to the season of the year or to the character of the events appearment in the mind of the public

NEW YORK FIRM CHARTERED

A Schoolict, dealer in talking machines and radio sets in New York City, his been granted a planter of proposition under the laws of this State, with a capital or \$40,000. It is report tors are A Schoolict, D. Leeman and A. Mintz-

MANY NEW BRUNSWICK AGENCIES

Branches Throughout Country Report Placing Line With Dealers in Widely Separated Sections of Their Territories

The phonograph division of the Britiswick Balke Collender Co reports a large number of new accounty opened recently hy its van ous branches throughout the country. Among those listed the past month are. The Santa Monica Brimswork Shop, 423 Santa Monica boulevard, Santa Momea, Cal., Storges Music Co., 4703 Moneta avenue, Los Angeles, Cal., B. Tilton, 119 N. Cortez street, Prescott, Ariz . Leonard Pano to, HS I we Cak street, Miami, Ariz, opened by the Los Angeles Brunswick brain le Geo G McManus, 41 Westwood aveinc, Westwood, N. J. Verbach Bros. 431 Fulton street, Jamana, N. Y. opened by the New You' branch of the concern Martin & Cote, 1. Kent, Me, Beal & Mitarthy Music Co. Ruckland, Mass, opened by Kraft, Bates & Spender, of Boston, Mass Herman Zinn, Bruckway street, Palatine, III., W. J. Davis Music House, 317 Court street, Saginaw, Mich., Patler Music Co., Marion, Ind., Schmidt Music Co., Davenport, Ia., Gulick McFarland Co., Fort Madison, Ia, opened by the Chicago head quarter or the Branswick to O. L. Pfanstiel, New Laurence, Fes., Copuland Jewelry Co., Lalestine, Icx, opened by the Dallas branch Reitsnyder Music House, Lebauon, Pa, Phila delphia branch, Spring-Holzworth Co., Main street, Allacian, O., Phitsburgh branch; Melody Shop, Panx-integrets, Pa., Cleveland branch: Topeka Music Un, 633 Kansas avenue, Topeka, Kan, Kansas City branch, A. Holtz, Haigler, Neb., Omaha branch, Sulbyan & Taylor, 11 Aspir steet, 12 stall, Air Dease brainly, John Clarch Co., Chattanouga, Tenn., Cincin nati branch

LIBROLA (Library Table-Phonograph)

You should \$150 (retail price) Model similar to the one below.

Write for illustrations and net prices.

Jamestown, N.Y.

Immediate Shipment

around

Genuine Mahogans, Walnut or Oak



The Biggest Value on the Market. A Trial Order Will Convince

ENJOY BANQUET AND PLAN BUSINESS

Employes of Morris Music Shops Entertained at Most Enjoyable Banquet by Morris Nim cowitz—Plan Big Holiday Business

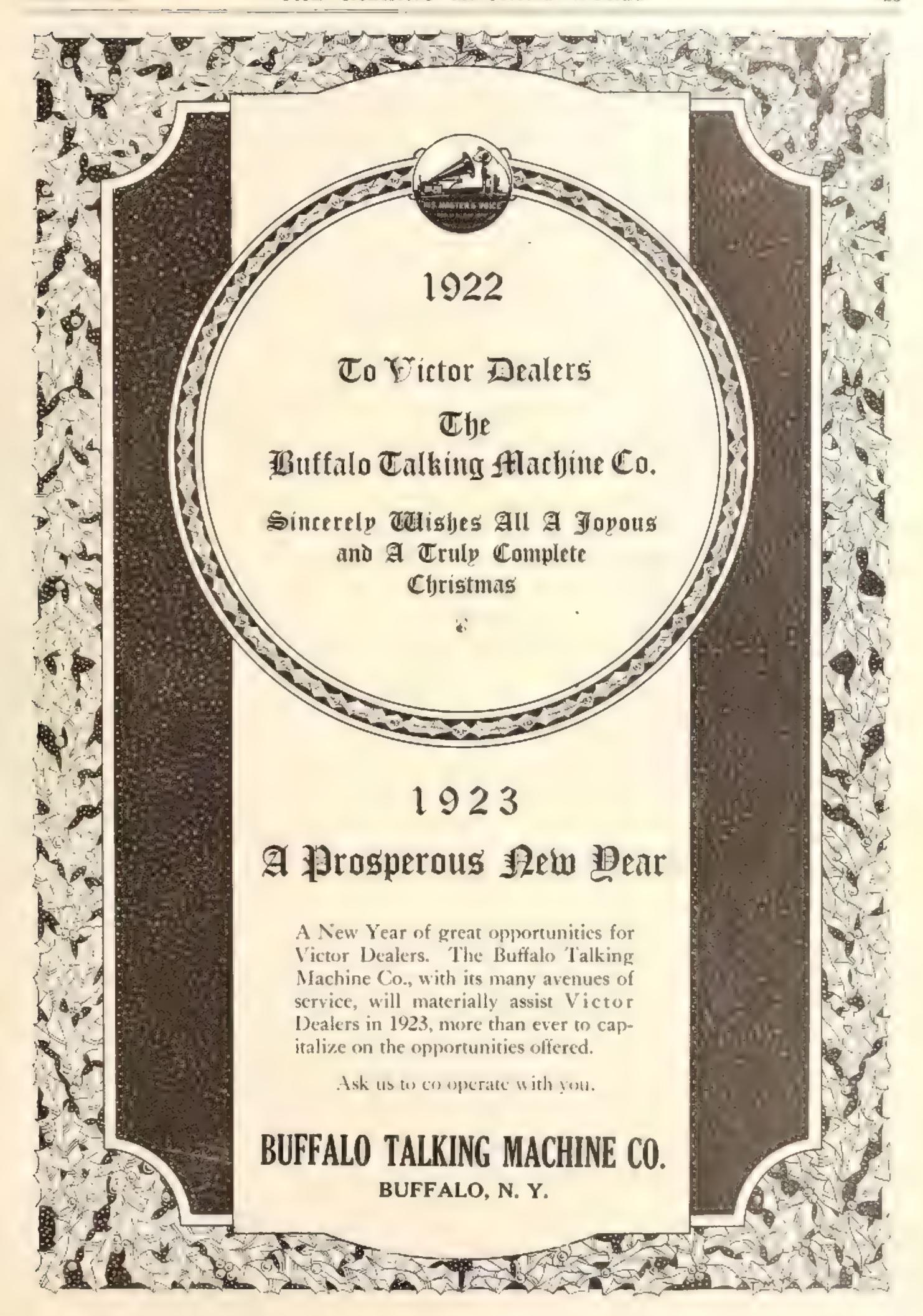
Music Suips, located at 2030 Fast Fordham road, and at 639 Lenox avenue. New York, resorth entertained his employes at the Parissonne Care Fordham. Those present in Indeal M. Nancowetz, local Fisher, manager, Messes. Dominid, Jordan, Schaffer, Rouch, Bert, Roberower, and Tenevit—all employes on the Lenox avenue beauth. The guests of homor were Mrs. Nincowetz, Miss Silverblat, Harry Nancowetz, localistic and O. P. Grafter, sales manager of the Granby Phonograph Corp.s. New York headquarters.

The banquet was a most emovable attain with the Fisher as toastmaster, and during the examing specifies were made by Messis Nuncoustz. Dimond, Schafter, Graffen and Mrs. Nincoustz. One of the features of the evenue a program was a song, entitled "The Yell of Mores," composed by Jordan and Fisher

Through the evening the bit-mess campaign was discussed and ever chody agreed upon the transaction of \$100,000 worth of business durant tin holiday season. It was also decided to leave a remnon of this kind at frequent periods in the fitting

JOINS RADIO SHOW MANAGEMENT

S. H. Fairbanks, who managed the recent successful ratho show in Boston, Mass, has been reached as advisory director by the management of the American Ratho Esposition, which will hold a cadro show in Grand Central Palace, New York, from Dicember 21 to 30. Mr. Fairbanks will take charge of the exhibits, the apportionment of space and other details incidental to staging the show. I. S. Byers, executive secretary of the committee in charge of the show, will continue with the aggressive program of arrangements already projected.



Featuring MUSICAL TALKING MACHINE POSSIBILITIES of the TALKING MACHINE

3. PAPA HAYDN AND HIS SURPRISE

A second to the distribution of the second and a few words should be second in the second and a few words should be second as a few and a few words should be second as a second as a second and a few and a f



The Portabloop Receiver is now ready for delivery

Write us for our agency in your location

No outside aerial

Be the first in your territory

Don't hesitate write



210 Cartral Avenue

per distance November 15 and December 15 A Reminder on Form

As impine then that those who are following the earthcles have between to record No. 35343 and have some dua of how it goes, let no male a few comments. By this thin every but on the remember that the first move meet of a symplemy, as Papa Haydn worked and a form, consist of (a) an introduction, count gree but not always, leading to (b) a first theme of moisive, brisk character which, eter being armonaced and (usually) reneated ese place in turn to (c) a second thence cor monly to the dominant of the main key other is a fifth shore or a fourth below? and of proce appealing feminine character after which comes (d) a development during who have the like themes are worked out to the limit or the composer's ability to make comethers to the Whereagor there a vera recapitalition or the two themes and less ites, come or That per pur mon's grade out of the re-Testal of the first theme

Six has consider that to hear any of the day of the land subdivisions in the land of the Suprise? If you have one will always perceived that the inner, as arranged in the ten of last been sightly considered. For instance, there is not rough the coloriner. If the respectively has been shown as policies.

Analysis of the Record

I as the contract his endroducer a met kit a bar in ling h, sombod by the day'y stary look at the ato be, and Served has an arready back rules on the tree 11 - 1- 13- ((10,207) d 11 H 11right of the Walland and the stores or the first while Hardy the thorn m. Here and popular a document and a his contillation opposit a top it, go . to liero - 7 (1 10 , to) - 11 () - 11 () - 111 () - 111 () - 111 () - 111 () - 111 () - 111 () - 111 () - 111 () - 111 () - 111 () - 111 () - 111 () - 111 () - 111 () - 111 () - 111 () - 111 () - 111 () - 111 () - 111 () - 111 () - 111 () - 111 () - 111 () - 111 () - 111 () - 111 () - 111 () - 111 () - 111 () - 111 () - 111 () - 111 () - 111 () - 111 () - 111 () - 111 () - 111 () - 111 () - 111 () - 111 () - 111 () - 111 () - 111 () - 111 () - 111 () - 111 () - 111 () - 111 () - 111 () - 111 () - 111 () - 111 () - 111 () - 111 () - 111 () - 111 () - 111 () - 111 () - 111 () - 111 () - 111 () - 111 () - 111 () - 111 () - 111 () - 111 () - 111 () - 111 () - 111 () - 111 () - 111 () - 111 () - 111 () - 111 () - 111 () - 111 () - 111 () - 111 () - 111 () - 111 () - 111 () - 111 () - 111 () - 111 () - 111 () - 111 () - 111 () - 111 () - 111 () - 111 () - 111 () - 111 () - 111 () - 111 () - 111 () - 111 () - 111 () - 111 () - 111 () - 111 () - 111 () - 111 () - 111 () - 111 () - 111 () - 111 () - 111 () - 111 () - 111 () - 111 () - 111 () - 111 () - 111 () - 111 () - 111 () - 111 () - 111 () - 111 () - 111 () - 111 () - 111 () - 111 () - 111 () - 111 () - 111 () - 111 () - 111 () - 111 () - 111 () - 111 () - 111 () - 111 () - 111 () - 111 () - 111 () - 111 () - 111 () - 111 () - 111 () - 111 () - 111 () - 111 () - 111 () - 111 () - 111 () - 111 () - 111 () - 111 () - 111 () - 111 () - 111 () - 111 () - 111 () - 111 () - 111 () - 111 () - 111 () - 111 () - 111 () - 111 () - 111 () - 111 () - 111 () - 111 () - 111 () - 111 () - 111 () - 111 () - 111 () - 111 () - 111 () - 111 () - 111 () - 111 () - 111 () - 111 () - 111 () - 111 () - 111 () - 111 () - 111 () - 111 () - 111 () - 111 () - 111 () - 111 () - 111 () - 111 () - 111 () - 111 () - 111 () - 111 () - 111 () - 111 () - 111 () - 111 () - 111 () - 111 () - 111 () - 111 () -His supplied to the second by the principle to The little and loss that are the integral as it counts to care was there i in loss frester of the contract in fact ill the -circula gets it oringed before by proceeds a the find darks into a descriptions of the There Votes low by law of the the rhother and they afters the instrument. भाग के ते हात है। इस दूर रीख महिल्ली का सन good wall and to the box and then he is a comment passages carres re us le comment Bally to a restate cut of the floring more or a talcon This sails consided, he gives us a disma coll to los this superint the Wr dre

Haydn's Wind Instruments

If you a bester carefully you will notice two or the interestin points. For one thing Pad a was decime in those days (130 years that will orche this which had not the capacit of the restriction of to day. The world in tribuild in its especially loss in consesst to they made to recessors In the flates, aleas, ho as one time pets and horns which towns I the street a time or Handn's or bestrain et la just horra, lors commets, contra barrous trumbures and tillias same in lat in were and an and provided with leave or white It complement they were able to sound on't the our lemonths of the r think On . late a trament the cavere obtained by alterm of orresponded the lays against the mostly or More of the of course, do this, too but in addition their instruments carry extend tooks to the title, controlled by valves whereby the placer is produce all the other tories needed to prise a chromatic state. In

If ada's the lad of a hard held and of sequent's could not sound all the tones of the elements could not sound all the tones of the elements scale, has only the scale of the key which a was built to sound. Nater II there tore, the wind in terments in Hardi scribestral did not by much to do except to play a company of ords to the meledies sounded by the violate and bodies. In the first movement of this Sitter Symphony there is a straking illustration of this part. Right in the middle the toph dies suddenly cease and the wind instruments. For e, for several bars, sound a symphony that dies the companiment, with a phythm some that lake this

Ta Ra Ta Ta

i. Talla la

ever and over again, until a sudden rush of - le passages in the violins swallows it up Now, a the series of symphonics of this period you will find whole pures of notes for the wind instruments or while nothing more exciting than this takes place. Indeed, if you listen closely in this time we are as a discussing you will hear much the same sort of music for the wild netriment, from beginning to che It is only yer. Occasionally that they get a bit of the oils. The reason of control is that these in strungerts were longery lamited in their powers the the other hand, a symptomic componer of toda and that his wind ast mounts offer him two cor piete choirs, one of the wood and one of the brase astromerts of Lable to the a whole pice by styelf and to excepte presages which even firth sears ago weeld have been they be mannestice.

I seed above that the present on have been to or her a move on the move one to the move one to the present of t





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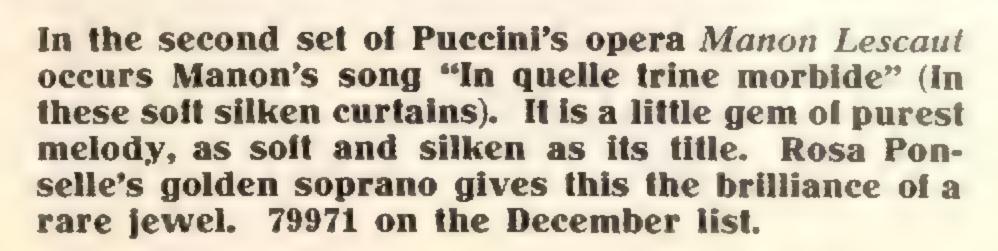
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Columbia Graphophone Co.



omits a bit of the development and the greater part of the recapitulation. The introduction, the statement of the thinker, the development and the cody are all properly represented and though one would have been better pleased to have had the record for the single incomment), there is no good cause on complaint in what is given us

Quartet and Symphony Compared

Referring to a to a tromert hask to fast month's article, it is easy to see that the only difference between the characteristic and the classical quarter last in the fact that the one is worten for a vicer and more powerful rray of pistonnests than the other. As the possibilities of the or a stra were more clearly seen, however the composers of sampleonic music by any folicy and more inore experimosts until to day we in dithe simplions much mor complex thorship the same time more alti-foring, more complete and me every way the wonders, the the other hand, I persoully contess to a valid like to the sweetness and ledy of eighteenth concurs innese, which abiliant necessity itself with citile aftempts to put nactaphysical state into count, but was content to produce pure forms or beauty

Turning now to be old No. 15244 we listen to the second movement just to repend our seives of the place where the "surprise" coince in Nothing more read he said about this little set of variations on supply theme, for its form and contribute an open book which all can read. But the minuel which constitutes the third movement demand, a few moments' attention for its very lovelness.

About a Minuet

I have a coady reminded readers that a minuet is a stately dance on triple time, not unlike what a sew waste would be abough the dance it also smore like a formal quadrable, as that used to be danced two generations since. The updone composers however, beginning with

Haydu, made it merrier than ever it was as a formal dance and the present piece fully sustains its writer's reputation for geniality. It begins on the third best of the har and trip merrily along for all the world like the bonnels est rustic merrymaking and not at all like the stately pageantry of an eighteenth century drawing-room. Intermpted in the enddle of its course, the music turns to the line two called, I suppose, because originally it was written to be played by three instruments, or elsebecause it is aby eve in three tour time). This is invariably a slower and highly contrasting section and in the present core forms an unmistakable but appropriate toil to the merriment of the man movement which in due course turns up again and true its merry way to its conclusion

Entry of the Scherro

Let us pause, as we take off the record, just long enough to remind ourselves that although Mozart retained the ulea of the Mounet in his symphomes, the more surrous and powerful mind of Beethoven rapidly manginized a charge when he substituted the Scheize, which, in the same cleathin and with the same contrasting middle section presents ideas of a less trivial and more moving shape and earnes our myther the modern conception of the symphons as a great chie poems in tone. Beethoven made the definite change in his third (Heroir) symphons and exemplified it still in the in the dones of the fifth seventh and mith

Finale!

Back we go row to the first record, 35243 and this tive we take its rever it also Herris the altra tive include of the finale. Haydn was a general old sont and melody flowed from him without ceasing. He could always write a pretty time and he never repeated himself. How he did it is not the point. He did it, that is all we need rate about. And in the case he has up to his reputation. The more ment is in the general shape of what is called

a ropela which man a constraint in which could be on a control to a control as it were, comments to the ore in the or at equal normal growthe growthe facilities is nothing difficult to sollow and soil second mend to the student in supercourse of 37st listening two or thro the fill the more the poce is will make mind and then to or, it again a number of the to the act a succession the instrumentation, that is, on the inner in which flaydiches a stribited to a 15 to a hi in trainents. Again the comparative poscits of the wind instruments while noted col also the fact that Hardin is also of the to across for his bass strings in our compact travail the certos simply divide the certificace it notice befor It took beeth of to bein to that the viola- and fullo is repaire, in dividual voices. In the quarter of Haydris. tem one at a finds the viria poorly typical as if composite were not que to the what to do with it and thought it but supply to give it the merest filling in just each in to the conno the barmone and male the chord rea sonably full. Mozart soon leased better, as you can find out from 's-feron to the Victor records of Muzail qualet mover ents as enable by the Flourist Countries On the other hand, the moment you go to the works of a later preced you had a sast difference The instruments are now treated a ore individual rules. It is no longer just a first violin will there accompanies Birthorn Slunger, Dyurak, Smetana and I charkeys at are represented by Ponzales interpretations of more and from some of their beit quartets and careful attention to these will show exactly what I mean There are it we more taschriting hubbies than the discusses of the inner devel opment of misskal congustion, nor is any method of parsiane the sear I conserved with the method of heterone currency to fee records.

(T) by continued.

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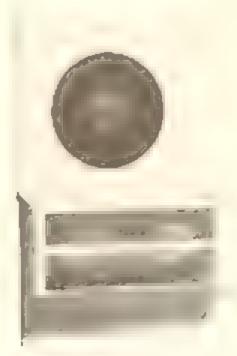
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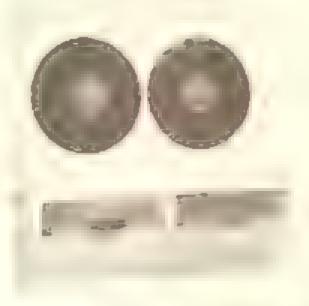


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Hundreds of dealers say this practical little rack pays for itself in a few weeks' time, it has such a strong influence on sales.

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WHY? Because January is "Bonus Month"—the month when pocketbooks are pleasantly fattened—the month when thousands of people do their heaviest buying. Wise talking machine dealers will get their share of the Christmas overflow by displaying the Diamond Juvenile Console.

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Particularly adapted to children's records and Bubble Books.

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Minison Raynor Corporation

Misunderstandings Regarding Terms Very Often Cause of Repossessions :: By Arthur H. Foster

Unit talk un manchine business is essentially an usta ment husiness and, therefore, one of the teatest to observe before the trade as the prompt offection of accounts and the diminution of thessessions. Missinderstanding by enstorners or made plate expandation of terms on the part of the sale-taking are often at the root of the is, the or the first essentials of the notal men hisness a that enstoners clearly under stand the terms which they are respired to meet when i some a principle and the nembers of the same stall smooth be lead accountable by the sales same or or proprietor if a customer Prakes a parties and delivery is made before theory formula stand as a stabbled

The temptition on the part of the salesman or the propertion to shall over the question or for some price to sustee the traking of a ale i sudor'sted e very great, but unless at article stars sold the profit or the transaction is lost. This matter of terris and the periods when proceeds are to be made should be Landled in a firm and incompronising vanishing

A woman enters a store to him a salving Faculty in the fever salesman has encreeded in selling her or the line be represents. She is fining ally usuable to make a cash purchase and the terms which he can obtain an an inpertant problem to her, just as they are to the permittee of the est, blistenent. But follows: is approximably the conversition which carsenasmolerstandmes:

I like this asstroment very much his I am readle to pay easts for a What are cour 10.77215

"the there were be an treple there amounts the solution in Walcan arrange that detail to but vice pure, and usted or from: to obtain the same the down partners and prost able partietes for las house the sakstical onens my the was for the distorces to do ker and make her our tirm isgelly the towest possible to obtain. When the enstoner bually closes the deal she haves "in stone with the yarm then The the party of an annual exercise of other this past is all right, but what the costonics dors not arry home with her is the impression Il et the deader is during a favor by retending furnis at all and that it is absolutely resented and the supportant that the payments be not on the da they are due

Shar Has enstoned was the or the force The Below terms were discussed the electric are that a track statement by the score of reasonable terms would have been ourprise without question and the custom i would have ted the establishment more satisfied with her purchase and with considerable posts expect for that store. When a person bire at it ich and to able to some and ord to see a some There is always seed as tent he must be yo done lietter it she had de kried a little ber en and the record the first dissaff further which exclamille resides or deliver presente

The dealer minet make his acceptions on the

Salesmen Should Be Certain That Patrons Understand the Terms of the Contract Before Sale Is Closed

1 1 1

due three in possible grown as it is with a h - pensus bride so lactifing he or someone de'e sited to the task should go over the books to check up on the payments due that day and Behavior of areas in the next morear, small to be ever - norly be sent to the delangment A restricted letter should be sent at should natively the caster until the money comes in or the point is reclaid where a repossession is describle. Peating Jone the bigh does not a south heavily. The best line to pursue is a streethings and policy which will leave no romer for unique destrudues as to the controlt while the buser ofters into with the softer at the true of purchase. Some concerns even sent out a politicletter of reminder a few days before a payment falls due and in many distances this has been found effective in custaling delayed payments to a minimum

I'm shere! The placed the pullock on the

that it has it is ad foliable deep regarder of the netales Su coul set in a preten you at a find dear the second the terminal and the second of the second the coulting on he are It washing to the contract to H. In An Her arts of the 19d letter to begin there to a net id repairs to the Transfer of the control of the co Philipson I have given by a contraction entumber or or extent and soft are - artiful to harvetpte poller (no agt to)

then is only non-we in which to perfect andestrable and mountained and the tree catable to definite contestion and few positions: policie which will place the business present d basis II is executing that the prince in 194 show = lack of the last rectal part the of percoland one to show in the bank of the Sale in the toward to make the time so his to the said is a costiller, but I hole and exersales is should recent the section of the representations. the lowest teres who have dealer finally decide are recessary for him to be like a point and the members of the sales and should also be simpressed with the necessary of national date to each sustainer or prosection sustained the terms on which the produce is under and the reportance of meetar they been with the ntrost promptitude

CO-OPERATIVE VICTOR AD DRIVE

Victor Dealers of Davenport Ia., Staging Effective Campaign in the Interest of This Line in Addition to Regular Ads

Days year by Disciples 8 Autor begins of this are imposite instituted a competitive adverbsing a suggest which is scored an unanalised on cos in benging the ni rite of Vifor product before the public in a porcess. mignification of the companies cample a series run as a separate and and an address the nemal advertising is him, resorted to by deal ers. The special drive copy is confined to an exposition of Victor aims and quality, especially featuring the Victor tride rark and the first of artists who are making records for The Victor Cu-

JUST OUT-POPULAR ITALIAN RECORDS



244—Silenzia Cantatore

12-INCH RECORD, \$1.25 10007-Si M' 'o Dice 'o Core.

G. Gudano R. Cintamella

Mari 10-INCH RECORDS, 75c

R. Ciaramella 1067-Alla Larga Dallo Donne R Ciaramella Malapianta R. Ciaramella 1059-L' Addio Del Bersagliere Ninetta, La Figlia del Sergente R. Cistamella

1069-Stornelli Romani-Part 1 E Donnarumma Stornelli Romani-Part 2 Donnatumnia

243-Seronata

1061 Me Voglin Spassa Zingarella

1087-Maria Mari . Fenenta Che Lucive F Domarumina E. Donnatumma G Godinin

G. Godono 1103-Phonotype, Laughing Record (Risata)

SPECIAL CHRISTMAS RECORD

791 - Pastorale Di Natale

New York-March

(Con Zampughae Ciaramella)

New Hite Released the 15th of Each Month

WORD ROLLS AT \$1.25

239 - Chitarre a Mare E. A Mario-G. Leone

L. Bovin-G. Lama 240-E' 'n' Anno Mari'

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NUMERO SPECIALE DEL 5. NATALE 109-La Vera Pastorale con Te Deum

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ITALIAN BOOK CO., Music Dept., 145 Mulberry St., NEW YORK, N. Y.

The NEW EDISON Baby Console and London Console



Baby Console \$175

Length - 40 inches
Height 35t4 inches
Width - 20t2 inches

London Console \$135

Tength 35 inches
Height 35 inches
Width 20 inches



THOMAS A. EDISON, Inc.

ORANGE, NEW JERSEY

These NEW EDISON Consoles Will Bring You NEW Business

HERE are two of the latest New Edison models; among the lowest priced in the distinguished console group.

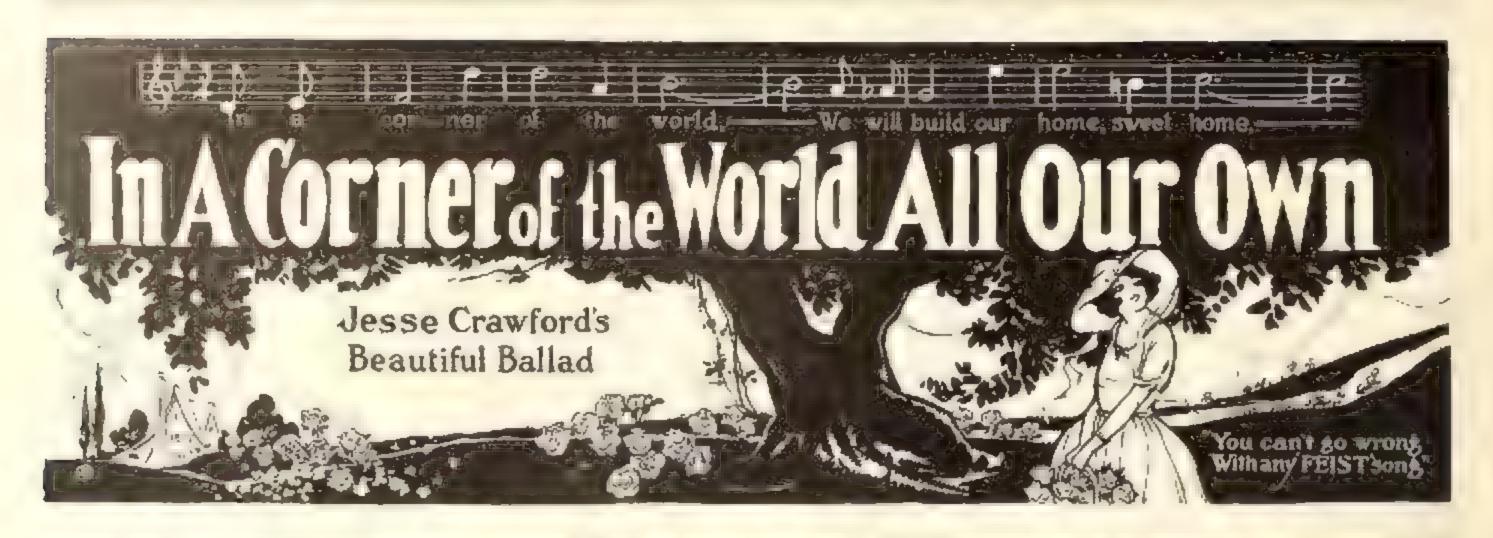
Assuredly, you will find a ready market for the Baby Console and the London Console; they present the matchless New Edison in beautiful cabinets at extremely moderate prices. The musical quality is typical of the well-known Edison standard.

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THOMAS A. EDISON, Inc.

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Four-Minute Conference on Business Topics

No. 8-Your Gifts-and the Science of Using Them

The as the eq. there is easy to the the test of a talking manner to it also here is the test to the problem by the talking manner to the flatters and the flatters are the flatters and the flatters are the flatters.

Sometimes we speak or gitts as the offerings, contributions or presents which we make to others. Again we speak or gitts as personal talents. Fither interpretation is correct, for our talents are among the reduct offerings of Nature to its

Some people pride themselves on giving away very little. They boast that they always whittle toward themselves. They point out various individuals of generous impulses who have come to want, or whose many offerings have not been appreciated because of their very lavisliness.

In doing for others, as in everything else, there is a happy medium. To be too stingy or close is to be a miser, and miserliness is a vice. To be too lavish and to distribute what we have without the exercise or condindgment is extract, to c, and that, too, is a vice. However, to min can achieve his own best and not of sympaths, but therby kindre is or the desire for a re-ray without doing a certain tributed of armag.

The busices man a frequent allog upon

the race contributions to the, that and the oriest, and enter he does this as a matter of policy rather than of desire. Our business here volcaces should be as week administered as any other part of our finances. It is a good plan to set apart a budget, be it large or small, which we can amord to use for community and public welfare.

Some firms charge this up to advertising, but it is doubtful if this is a wise policy, for many of the solicitations to which we are inclined to respond take no real advertism, value. It is better then to have a distinct sum of money, determined on a perfection of basis, which can be used to this manner. Some one person may have the administration of this and be held responsible for investigation and suitable distinsement.

Then, when the fined is used up, the method of rians from man be followed of saving pleasantly,

"We are seen, for we would be only too glad to lead our a sisting to the worthy cause, but our a proposition for the year for benevice is less been used up and no more minds on available until the hieraring of our fis all year."

This inclined prevents the disposition to do not much for one and too little for another. It prevents embarrassment and encourages premise out the timal of the most the its possible manner and so a to touch the worthast causes. When there is fromey on hand of this kind the extragonal be corded and prompt. A small, if a given of this spirit means a good deal time of that a large same graduately banded out after annoying defau.

As a rule, solicitors for hearing on this kind are public spirated citizens who are busy themselves and yet who are giving their own fair gratuitons on order to help some good work along. There is a second in business giving as well as in business management. Some nems make the mistake or lateaud-miss, indescriminate county, and others are a good deal more sectionate. Systematic methods are always more selectatory.

Dur business 2008 within one our organization are a different matter. Many a firm has oven scricus thought to this and has worked the matter out on the proat sharing, the bonas or commission basis. This has been done with the idea of rewarding matural workers for concientious service.

As a mile, extra effort and time an required at certain seasons of the year and some recount tion of this makes for reord will, compensative harmony and a finer degree of morale. It is a good plan also for those manthorns to express a hearty word of appreciation from time to time of the help and support given

It ,- a peculiar that, but we never really possession or the intan, the spirit of value and we share it with someone obe, whether it be a pleasure, a material possession or the intan, this spirit of brotherly kindness.

There is a secure in giving the science of giving words of giving so as to strengthen and hearten and not to purperize the science of true generosity in that we recognize the nultifiede of our ble-sings and are willing to show ourselves worths of larger responsibilities and commissions. A many a known among the angets by the promet in which he givest

FINE PUBLICITY IN ST. JOSEPH

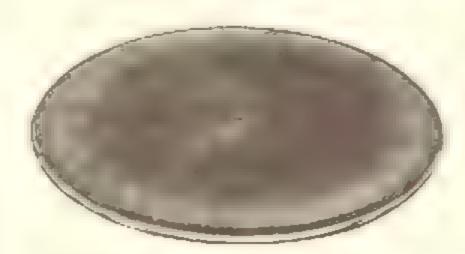
A lamester k phonograph playing Brimswick in ords and accompanied by a tope orean in a local Heater of St. Joseph, Mo., is given much public to to the Brimswick department of the Londer Department Store, of the city. A stale shown on the serection authorises the fate of the searction being played and where it can be purchased. Many people who would not hear these records Jaco been interested this was

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Attorney for Mennen Co. Declares Litigation Between Federal Trade Commission and Mennen Co. a Test Case-Interesting Facts

The fellower; letter conscients, the acpear of the Meaning to to the times of our or Appear has here received hereby the World from tachert H. Monte or affective as a Menney to

"Your article in comparison November cutified Argue Right to Ex Discharding Prices," is likely, be a atraid, to made all your readers as to the point raised by my client, the Mennen Co., is its creat appeal to the United Court of Appeals.

The Meimen Co's proceschedule is not, and never has been, desermined my means real sense. Lor a considerable period the Vennes Co. granted to wholesaler, who residered a special service in distribution, not rendered by retailers or other branches of distribution, a she it extradiscount, in consideration of the special service thus rendered. Probably no business man would over call this disciplinatory, nor would the Pederal Trade Consussing probab's have ever questioned its leads to were it not for the fact that one class on the Clayton Act, dealing with price discreamations, is so be suffe worded that the Commission conceaded that possibly it forbade any discourt to service and permit ted discounts only for quantity or differencein the cost of transportation, self-air etc. To clear up the meaning of the Chronic low ch this subject the Count of a begin two years and a half ago a test to eaguest the Mennek to This test case was brought as most the Mennen Co instead or any one callie aloast innunicrable maltitude of manual turcis in every line of business of this wood the same point could have been failed, at his he wise the Mennen Co, not ben a more play, and presenting to element of enhanting deception or oppres we conduct the same question at a part cultific con, and autompt, cated rashion. Precisional its proceeding both the Commission and the Mennes Co have conducted the liber time while a latest ast and for the succe propose of classing from the court is final discretion at 10 met what rethe meaning of the perfector class contilled Clayton Act

Your arbitrar person, and led alle of your realer to be earths well wishers be associations were parties to the proceeding of at least han partagored was the Mennis Co. on the latters of those to the Count Fourt or Appeals to reverse the Legeral cole Commission could be a second the aualor we are of the control of the state of guideline sale association, nor relative wheresite as comtion a party to this proceeding. He agent to the Circuit Court of Appeal was not stade on the patition or any who's it are noted, but was made solely by the Miracust or Norman ciation of any bird his participated or contributed, financially or of newser, to the Mennen the's defense of the proceeding from two and one half years the creue and an it this lit at tion, which my discattle year existerior of exerwholesaler, and a survey small of tiler whose buying capacity or to at one procedules time from ordenia individual y o collectival in farce cuarteties, has been horse exclusively by the Mennen Co.

THE BRUNSWICK COURIER APPEARS

Beautifully Illustrated Picture Envelope in Colors, Containing Monthly Record Last One of the Latest Dealer Sales Helps

The latest term of dear — I be by existing a section of dear — I be by exists and the first of the compare so the first of the first of the compare so the first of the first

Thomas apit in the boing. The crime for land and another than a most office of nords or the extension for the factor of the factor and Peaux VII properties and the factor of the factor and Peaux VII properties and the factor of the factor o

STOCK RECORD REFERENCE LABELS

Victor Co Announces New Issue for Dealers' Stocks of Records for 1923 and 1924

A new 1-site of reads reference labels will be is ned by the Victor Lo with the expiration the Disconher, 1922, application that Disconher, 1922, application of the amiliar to the previous edition, his the operations will be brought up to date the star case, will be brought up to date the star case, will be brought up to date the star case, will be brought up to date the star case, will be a formation of catalog, complete will up to cut in very convering all dones to seconds to appear in the conthex upply in seconds. To appear in the conthex upply in seconds.

From will also be mended label exerting to Science, responds betted in the numerical and by, by, being which supplementary eryoners of the Science records to be an agree of during 1923 and 1923.

Tellers desiring a real up to date exercit in the objectif handling of their record depart only should nextlithe a tensil flux are not only by usugest

NEW BAKER'S MUSIC HOUSE BRANCH

Concern Operating Chain of Music Stores in New York and New England Opens Branch in Plattsburg, N. Y.—Handle Varied Lines

Trees to X Y December 10 Balce's done flouse, which operates a chain of issues easy throughout New York and New Physical Less operated a store in this city.

Spacions display fouris at 17 Court street Live been seemed and Victor Lyon, well-known a usecular of this city, has been engaged ascena of

This store will handle critisticing in the musical line including instruments of every description, sleet miss, and radio equiption.

The Covernment River Patrol "Susau" boasts of a complete wareless outfit and also a hand some Parenswick phonograph. It is used to an account the sailors on board while the hoat is permitted as way between Memphis, Tenny, and thin 1

PHONOGRAPH CASES RADIO CASES

Reinforced 3-ply Veneer

The Standard Case for Talking Machines and Radio Sets

Let us figure on your requirements

PLYWOOD CORPORATION, Goldsboro, N. C. Mills in Va., N. C. and S. C.



REGAL 50c RECORDS

boost business for the big and little store alike.



In New York, an establishment, one year young, selling on a floor space 30 ft. long by 30 ft. wide, sold over 110,000 Regal Records since Christmas of last year.



A store in Detroit writes: "We have sold thousands of them and are well satisfied with the results."



From Baltimore we hear: "Since placing Regal Records on sale the business of our record department has increased materially."



Three instances typical of national results. Regal increases your sales it insures your profits.

Are you interested in exclusive territory?

REGAL RECORD CO.

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NEW YORK

NEW STARR HOME IN LOS ANGELES

Work Begun on the Election of an Elaborate Light-story and Basement Building in That City to House Headquarters of Pacific Division of the Starr Piano Co.

real areal or the execution of the site of a land or the street, this area is not produced by the land or the street, this is the same broader, will be an eight-story of a continuous structure with a mezzamine floor,

besiness. In addition to the structure now being built the company owns the adjoining six-story building with a 75 foot trontage on Hill street which now houses the local headquarters. The present building will be vacated when the new structure is completed.

PLAN TO CO-OPERATE WITH ARTISTS

Dallas Music Industries Association Discusses
Co-operation With Artists

DALLAS, TEX. November 27 A general discus-

method of co-operation with the musical artists who will appear in Dallas during the column season, in order to insure the success or their concert large bracheon incetting of the Dallas Visas Industries Association recently.

Following the discission, a committee omposed of Paul Burbin, D. L. Whittle, Robert Watken and F. Gressalde was ap-

pointed to come and the local concert managers in order the the dates of the appearance of the artist — a not conflict and to do all they can be assured the special constitutions.



Breaking Ground for New Statt Co. Building

will have a common and a contractal a depth.

f 138 feet, color of the locality of terms of
the Pacini of excise the State Phane Co.

The Partie of the was organized in 1907 and has served as experient cadquarters for practically in the territory west of the Rockies, although distributing marchouses have long been maintained in Sir Transits of and Poetland to give decrease applications in the delivery of Stars processed of the maintained and the march and Council to reads.

The rest of the discontinuous of the company's

PLAYS ON CURIOSITY OF PUBLIC

In c. K. O Dollo, o. Paterson, N. J., Brunswell, dealer in the cite, had about bits Brunssock thatte early in the display window with a large sean, saying that these banks were "not for each the chart many people cause inside to inquire about the banks.

ADAMS CABINET CORP. TO MOVE

Will Transfer Equipment From Los Angeles to Ontario, Cal., When New Factory Is Completed on or Before January 1

ONTARIO, CAL, December 8.-Construction work on the plant of the Adams Record Cabuct Corp here will be started at once and is scheduled to be completed not later than January 1

Immediately upon completion of the building the corporation will move machinery and equipment to the value of more than \$30,000 from Los Angeles to this city. The company is now operating in cramped quarters in the Angel City.

The industry represents a local investment of more than \$40,050 and will give employment to approximately forty non and women at the start, with excellent prespects of the number being increased to at least 100 during the year

Gincer- and directors of the company are George I. Adams, president, A. G. Appel, secretary and trea-uner; Ocorge E. Abbott, G. W. Christy, E. C. Zweiger, R. B. Hill and George E. Adams.

CLEVERLY ARRANGED WINDOW DISPLAY

Say Anionto, Text, December 4. The Bruns wick Shop here is patt it. a some very splendid window displays to advectise Brunswick phonographs and records the certly it staged a splen did display of the "Hainting Blues," which meanly blocked teaffic. There was in the window a life-size picture of a negro parson carrying in a sack a chicken, whishy hottles, etc. The life of the picture was a bir black cut that was its bead and tail

It is pror business practice to try to compete in price with dealers who landle cheap lines of instruments. The trade worth securing will make it a point to do business with the dealer who handles honest merchandise

A Shock Is In Store For You

If you will invite the attention of your trade to Electric Victrolas this Christmas; it will not come from a short circuit in the old reliable universal Victor Electric Motor, either.

Victor Electric Drive is made as only the Victor Talking Machine Co. makes everything, superlatively fine. Operates on any current, requires no more attention than an electric fan, and is as simple to repair owing to its standardized parts.

Electric Victrolas sell readily to the sort of people who buy Red Seal records, a dozen at a time and keep a standing order for populars.

If you don't want that kind of business, don't show the Electric Victrola.

"BUY Where You SELL-COLLINGS Covers Your Wants"



COLLINGS & COMPANY

Victor distributors throughout Northern New Jersey and Northeastern Pennsylvania

Clinton and Beaver Streets

Plum Building



Newark, N. J.

Sascha Jacobsen shows his consummate skill and breadth of versatility in his rendition of the "Canzonetta" from Tschaikowsky's "Concerto in D Major," Op. 35, and Sarasate's "Spanish Dance," Op. 21. These two selections on Columbia Record A-6223 are the very fiddle in this accomplished violinist's hands.

Columbia Graphophone Co.



MAGNAVOX CO. ENLARGING PLANT

The Prominent Manufacturers Add 32,000 Square Feet to Factory Facilities-Working Day and Night to Keep Pace With Demands

OARLAND, CALL December 5—The Magnacox Co., of this city, has recently added to its already large floor space 32,000 additional square teet to be used for assembling. The present factory is to be used almost in its entirity for a machine shop to produce the many horizoday of parts necessary in the construction of the



Magnavox Plant at Oakland. Cal

popular Magnavox radio, Magnavox phonoaraph reproducers and public speaking voice amplifiers of many different type

The busine s has grown rapidly notified to the Magnavox Co. is one or the large timal a casturing plants in the West will a world wide distribution. Large quantities of Magnavox instruments have recently bein ships of to Ligland, France, Italy, Australia China Japane at a to the name "Magnavox" has rapidly pread at over the entire world, due to a



Magnavox Plant in Process of Building great measure to the rapidly microasing populatity of radio telephone reception. During the Spring, when there was a great rush by the public for Magnavox radio, the company, in spite of its best efforts to microase production,

RECORDING

FOR THE TRADE

We have a modern well-equipped laboratory with facilities for producing the highest grade recordings. We Solicit Your Business

Manhattan Recording Laboratories

48 West 39th St. New York

got behand will its unders. However, the new addition, with its greater facilities for producing a roots in a more efficient and speed or manner, has clinimated the possibility that this ball anyone will have to do without Magnayor equipment. Radio is essentially a Wester, ball and speing sport, and by having its new addition in Shape now the demand for Magnayov equipment, it is good, will be kept supplied

The new addition is made or tentificed concrete and brack, with a rithe modern convenierices which an he possible built usto a factory builty will over a flourand people car instable cases accommodited, although ever at the present time two start are necessity a the production. The mais pource of appopular mide by the company. Here is an adopt in the colour and a world that the subsy to tane and there is not like years. business that the more usen in pite of the se called the when they provide Spring Properties to a fall to many to realize the astand worth or radio nativide of the mere anaisement Baluic and are bigmoning to look upon rado as protarally indespensable

PROSPERITY IN TEXAS TERRITORY

Thomas E. Swann, Victor Wholesaler of Houston, Tex., Visits Camden on Annual Buying Trip-Southwestern Business Brisk

Houston, Free, November 29 Thomas E. Swann, president of the Laiking Machine Co. of Texas, Victor whole aker, recently returned from a short rup to New York. While in the metropolis Mr. Sami visited the Victor Talking Machine Co on his annual Fall buying trip. The Talking Machine Co of Texas has been enjoying a fine business, according to Mr. Swann, and the outlook for an exceptionally tine holiday trade is excellent. He also pointed out that the shorting of machines which but been keenly telt in the North and Fast Lasalso struck the Southwest Dealers in the section of the country are in summediat better saupe, however, because in the majority of me stance- they placed early orders for large *tocks

RECORDS FROM "YANKEE PRINCESS"

Three new Brunswack record of song litts of the New York light opera, "The Yankee Princess" will show be released, according to an announcement by the company. These litts will be played by the Joseph C. Smith Orchestra exclusive Brunswick artists, and are as follows: "I Still Can Dream," "My Bajadera" and "In the Starz cht."

BRUNNER WINNING NEW FRILINDS

Popular Strand Salesman Closing Excellent Business-Well Known in Local Trade

One of the most popular actibits of the sales staff of the New Yor consists on of the Mapufacturers. Phone capb Conse Wester brunner, who is well-known in Letter talking machine circles. Mr. Brunner et alice to d with the sales organization headed by Research Mr.



Walter Brunner

nault and a one of a consist experienced meawho are developing Stand activities in this territory

Mr Branner has been identified with the talking machine and stry for two its vears, having spent the greater part of this time with the New York brain is of the Colombia Grepto phone Co. He runders among his trends dealers throughout this term to can I has intimate knowledge of the requirements of the local trade has enabled him to at an signal success in his new position.

FOR STATE MUSIC WEEK IN TEXAS

Datas, Tex, Nevenber 28. At a neeting of the Datas Min in Industries. As a men best at the Oriental Hotel recently the possibility of malon of the years shorts of a like Massa Week a State event was doon sed at length and it was decided to a contract of a view of a ferror of the National Poissan for the Adams of the Massa for advice receiving was and to a second

COTTON FLOCKS for UNIFORM QUALITY RECORD MANUFACTURE GUARANTEED

Write for Trial Samples-Supplied Without Charge

CLAREMONT WASTE MFG. CO., Claremont, N. H.



Distributors of the Vocalion and Vocalion Records

WOODSIDE VOCALION CO., 154 High St., Portland, Me. LINCOLN BUSINESS BUREAU,

1011 Race St., Philadelphia, Pa. PENN VOCALION CO.,

16 W. King St., Lancaster, Pa. CLARK MUSICAL SALES CO., 324 N. Howard St.,

O. J. DEMOLL & CO., 12th and G Sts., N. W. Wash-

ington, D. C. LIND & MARKS CO., 530 Bates St., Detroit, Mich.

THE AEOLIAN CO., 529 S. Wabash Ave., Chicago, 111.

VOCALION CO. OF OHIO, 328 W. Superior St., Cleveland Ohio,

LOUISVILLE MUSIC CO. 529 S. 4th St., Louisville, Kv THE ALOLIAN CO. OF

MISSOURI, 1004 Ohye St., St. Louis, Mo.

Burlington, Iowa

D. H. HOLMES CO., New Orleans, La.

STONE PIANO CO., Fargo, N. D.

STONE PIANO CO. 826 Nicollet Ave., Mr.

826 Nicollet Ave., Minneapolis, Minn.

Foculion Records Are Playable On All Phonographs,

Mich



PERIOD Vocalions—the quality phonograph for the New Year—the only instrument that has the famous Graduola tone-control. On every Vocalion, expert attention has been given to period detail—every characteristic reproduced with experienced care. The conservative case-designs of Period Vocalions blend with all types of furniture and lend a touch of distinction to any room. Prices from \$175 up—the best value obtainable today.



tions



Exclusively Vocation

ROSA RAISA

the great dramatic soprano of the Chicago Opera Company

CRITICS the world over hail Rosa Raisa as the greatest of dramatic sopranos. Her magnificent voice is reproduced exclusively on Vocalion Records.

No.	Size	Price
Lorza del destino. Pace mio Dio. 52013	12	1.75
Otello Ave Maria	12	1.75
Tosca Vissi d'arte 30155	10	1.25
Vespre Siciliani Bolero	10	1.25
Ye Who Have Yearned Mone 30134	10	1.25

RED RECORDS

Distributors of Vocalion Red Records

MUSICAL PRODUCTS DIS. CO., 37 E. 18th St., New York City

A. C. ERISMAN CO., 174 Tremont St., Boston, Mass.

GIBSON-SNOW CO., 306 W. Willow St., Syracuse, N. Y.

SONORA DIST, CO., 505 Liberty Ave., Pittsburgh, Pa.

HESSIG-ELLIS DRUG CO., Memphis, Tenn.

STREVELL-PATERSON HARDWARE CO., Salt Lake City, Utah.

MOORE-BIRD CO., Denver, Colo.

MUNSON-RAYNER CORP., 643 S. Olive St., Los Angeles, Cal.

THE MAGNAVOX CO., 616 Mission St., San Francisco, Cal.

0

Let us give you complete information for 1923 regarding the Vocalion line of phonographs and Vocalion Red Records.





Interesting and Instructive Comparison Between Two Dealers' Methods :: By L. T. Schaefer

It is a train from a my finding and two demons Number that says

We have the a truly of the two stocking, at the special and process to the american new and are need, and here are is to do a to the six on the trate it discoped and and warm must sale

live a feet at a feet at a feet to of business of the first of No. 2 I think on Mrs. So and So, her hasband is on a stroke, er, and a bream to by some constitue no cities so that I am it up "

The the form the decipion en the one of the riphed, 'Note: the part go cat o countain, proper don't con to want 10 505

As un I rack to you show . He areasted, 'Oh yes a firth but not haids, prophy hance the and a more and was to engine to make the present and thems."

The above is the first of the first man s in and we selfs before a soul part of Succontain the containing the percent would probe and the factor of the factor of the factorial form, he's do at and he doesn't know it "

Now at we want the other dealer in the sur their they be a worse brating, but alive, 1. dist

I wanted in He looked fust, but not too the fire carlos, Heller at the victor The god a markete god glout on approval, but ir you can wait about half an hour or su I wait be back and have severe three I wish to be yen almus," and in it be with

The record at 1 say was let from I wonlored what about, and I alied for Said she was getting up a list of to off one numbers of perple who lave not him in the store lately, Id a lel la un rad I raste ha they would like was preparagate on their up 1 - ignored the she as as all and not and "", and we proceed, so that to the time M. Peace and ne word (Chest in hear letter ste hall six proper glasting to the to the store who I do not been in for some time.

HENRY PURR

all House

1. 1 1 1 27 27 53 5

Think of that! And some dealers wonder why . And Indamens is bad

She afterward e plained that numerous customers would forget to return for more records. each i with it she would forget them, and figared marmoch as she received a commission on cas I record sold, she could earn just that much more each month by retaining all old customers and getting new ones as well, and said the customers seemed to like the idea.

I then spoke to Mr. Dealer again, and he said he would give most anothing for a couple of good near as he had all he could handle on the outside and fell that he was not covering

A Brief Dissertation on Qualities Which Presage Failure for One Dealer and Success for the Other

enempt territory of eachy losmic additional busiis a he did not have time for

I asked him what he did to get business and be said "Same old stuft Advertise in the rewspapers by personal letters, planing malines on approval and not forgetting to visit people I have sold to the them service and get new prospects. I impured about the last and he said a booster is the best salesman in the world and be well d not know what to do if they would not give him, pro-ne is, as he aspairs depended on about one tourth of his sales from fermer customers' bje-

Busines, he account, is not what he wanted it to br, but he is happy to know

he is getting a fair show About strikes, etc -"Yes, business is do . it you let it get that way, but everybody is not on a strike, stores have clerks, ethecs here help, business. men spend money also, in fact, everyone who is carning a salary is a pruspect"

I thought or the other dealer who said business is bad, strikes and bla-- bla- bla-, and decided he made it that way, because the other fellow assured and consinued me that you only get what you go after.

SOME ADVERTISING CONSIDERATIONS

Pertinent Excelpts From Instructive Address by Charles W. Myers at Advertising Club

The menbers of the Advertising Club were favored recently by an address by Charles W. Myers, advertising manager of Morris & to, the big Chicago packers, on the subject of practical advertising and the value of co-ordinating advertising and selling machinery. Excerpts is on the address wanth anglet prove or value to talking machine dealers follow

"Advertis up to tows and news is information. Its function is to connect with the people the things they need and should possess

"'We live and learn,' observed the old adage, but, verily, some of us only live. The big idea back of advertising is proper application. How many of us actually know our own markets?

Have you found the public slow to be convinced as to the products you are merchandismen. Why? Are you sure the public needs what you have to offer, that you are taking proper steps to auguaint them of the fact? A. advertising may be good, but perhaps your product requires specialized treatment. An over lese is as inelfective as an underdose

"It has been aptly said, acquaintance begets ir endship, conndence comes from friend-hip and confidence be, ets business. Affix the link or advertising and you have the secret of saccossing reliming. It is your responsibility to make advertising stand as the first rendamental in s as line up.

'It com bashiess depends upon local di-trion it back up your bull tripe cangaign with case and rethinds I they work days bews-Int is at it at the other media as we's register. resilts. I caroust space to be specific and denote on the object court products. Symple because as and our associates may know all show our olds is no sign that the public knows in It is well to ever consider that the book power heard on its when patern, our ade it so It would not take long for the sti same public to surget we ever existed it we will be altertier

factor in es lie just alread of us. Business s it can contact the most readjust our visite ité cui paus lo meet new conditions The or too authorities or our nation predict a trivial revival of great proportions. Our treto h ; ats national resources and stabilized monetary conditions augur well for the inture We should be plant in right now to stimulate, encourage and create the business which all of as so un ently require "

DELTA CO. MOVES NEEDLE PLANT

Lowers, Mass, December 6 - The Delta Co. manufacturer of talking mid-me needles, of tles city, has moved us plant to Westfield, Mass, where it is quartered in the Westfield Power Co's building Additional equipment will be installed and the company with these necessary facilities will be able to largely increase production



In Concert and Entertainment Personal Appearance of

Eight Popular Victor Favorites on One Program A live attraction for live dealers and jobbers

B skings new for season 1922-1923 Sample program and particulars upon request

P. W. SIMON, Manager

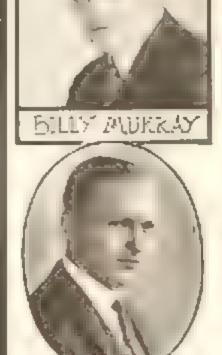
16" | Broadway New York City







Expose Easempler including Campbell & Burr - Sterling Trio - Peerless Quartet





FRANK BANTA



OME SALES OTHULATORS

I would still ord nary advertising and sending of the stand literature there are many the transfer of the teach can carly in on pubthe selection of the ordinary for ex-Visibles of dealers have found it , and the la advertise in theatre programs, the entire the characteristic in to the trail orts of entertainments and or or a milet a community supervision. One that the line is a creatly neclected as advertising " the series of restaurants. Roy F. Purdrum, this the dealer at 32 State street, than I it has been advertising on the front to 1- of a cont- of restaurants for a consolution of the could be loss found this a prolific r - et -ve- bi advertisement of this charand the standard of being read, re to o, in fact, that theet other types of publead, the fourth for some being that the average print while water, to be crived, usually toys will be there and reads it over thoroughly the are as or portuoty for instituting a they have dress in, to ordination with the usual hardle on the a the newspapers

Le various seasoner, Spring, Summer, Fall of Winter offer the Vocadhana machine deal of a optication to place up the seasonal appear in his advertising, making it decidedly as to reader- and bringing about the to, which it is offen develops into sales Vocadhana house base plans completely the action of the Winter advertising campaign. Wester top, should play up the constitution, add, blustery outdoors and the

the music masters as areside companion-

The Vance Music Co, or Mason Cot, O, recently secured a one list of live talking machine and record prospects by advertisin, ox tensively the fact that each person visiting the store would receive a gift. The visitors were requested to oll out a card with pertaining information regarding their ownership of a machine, type of music preferred, etc. This opened the way for the sales department to jet busy.

In order to bring doubtful prospects to lasstore a certain dealer transported them I cand from the establishment in his automobile. For retused the temptation of the ride with some good music at the end of it and the former's reluctant prospects were not only ingressed with the service rendered by this establishment, but acceral sales resulted. Others are at the stage where just a little more chort is makes any to secure the name to the dough him.

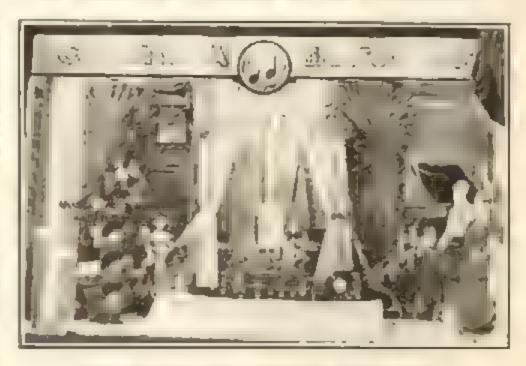
A personal letter to the men or tambles at this time, stressing the value of a talkin, wa chine and records as Christmas and testing big returns. Man is a stratimental stability is concerned and the appeal should be directed toward this side of the total time of the male of the species.

CLEVER STUNT ANNOUNCES OPENING

The Sterling Piano Co. Brunswick deact which has just opened a new store in New Haven, Conn., used a rather unusual publicity stant in announcing the opening. They had bee men attired in bright red uniforms go from house to house and hand out invitations, ringing each door bell and waiting for some out to answer before leaving the invitation to come and see the new store and opening. This stant brought many to the opening.

SONG SUCCESS IN PUBLICITY DRIVE

Toronto Columbia Dealers Feature "Parade of the Wooden Soldiers"—Publicity Produces Sales and Theatre Co-operates



One of the Prize-winning Windows with the concrete branch or the Colombia traylog long to the price of the one that

are record to the coupling of the Scoupling of the Scott of the Sco

In context it well the pulset, story the displace to the displace to the displace of displace to spirits by the factor of a area on her of Whoder Saffer that the conderdate her egited to how was the fired at how months at the Alar Theorie and Mr. Sowart, the eget of the shorter does not then been dressed window.

To Our Good Friends-To Those Who Know

HALL FIBRE NEEDLES

To all who have helped us make our success and who know the true value of our goods in building up sales of Talking Machines and Records, we heartily and sincerely wish

A Very Merry Christmas

and

A Most Happy and Prosperous New Pear

HALL MANUFACTURING CO.

Successors to B. & H. FIBRE MFG. CO.

33-35 West Kinzie Street

CHICAGO, ILL.

物物物物物物物物物物物物物物物物物物物物物物

Most Beautiful of all Phonographs





Model 16 Renaissance Period Console
MAXIMUM DISCOUNT

Strand Offers the Only Complete Line of True-to-Period Consoles

- These direct Strand representatives are ready to serve you

RICHARD H. ARNAULI, no Moleon-Acono, New York Co., ARTOPHONE CORPORATION, CO., Ohio Street St. Long, Mo. ARTOPHONE CORPORATION 117 Kansas Cay Law Bills, Kansa City Mo.

W D I VROLET THE OWN CONSOLITABLE FOR STANKING MACHINE CO., 222 W Wassington Street Co. 220, ID 3. 1 *CHILVERS, 20.1 New Books Hill., Manuscol. Que.

11118 1 DORLYN, 119 Charle Short Lumbe, Our V. C. ERISMAN, 1-1 Lesser Street Boston Mass WALLER I. TOKHARDI - 4 Market Street Physiological Ps. W. S. GRAY, 112 Market Street, Sa

Frince Cal

I GRIMSEY TO Melway Proc Lo
Angeles Cal

I D HEATER & Angeles Street
Portland Ore
H LIVEY, they to Dollar Law

Heart its sxlls tilke 20 Frankie

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Ver I

SI BRIS S RECIRIE IN 15

W. I cele or the man to

MANUFACTURERS PHONOGRAPH COMPANY, INC. 95 Madison Avenue, New York. Geo. W. Lyle, President



"THE TRUTH ABOUT RADIO"

Under This Title the Manhattan Electrical Supply Co. Inc. Carries a Most Illuminating Campaign in the Leading Papers of the Country

about the states which has a present the content which has a with a present the content which has a will as a present a differ to terms in the appropriate states a factor of the Mary to the force a supply the large states and the Mary to the large and the mark the states are of the Mary to the large and the supples as a supple state of the Mary to the states are of the Mary to the states and when the supple states are at the supple states and the states are at the states are at the states and the states are at the

The content of the public has into star to the public has into star to the product Radio "and they have at personal the product of the cutice radio adults. We report to benefit the cutice radio adults. We report to be able to the content of the advertiser of the company and it will be seen that the company, and it will be seen that the feet, which relieves, is a firm to the content of the content.

Ado a service and even other ring deep to expend on the part service and even part service to the part service to the part of the feet who a made on the first term of the per total get the

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perconder such a confirme

the main to say of a sent at the main to say of a sent at the main to say of a sent at the local fine mains which the would were a tential on mace ideal conditions and the cultivor a sent at the say of the cultivor a sent at the cultivor as sent at the cultivor at

Radio Was Blamed

Tyree special and speak troughter an interest rather at least type appreciate tailing for many trace torm discourant transport and the formula formula the poor's material and the poor's material and the special and the poor's material and the special and the poor's material and the special and the spe

Why Radio Is Here to Stay

"It is not surjust at that you have condensed radio, if you have beind only a post serious agrees. A post set was put to be a set that wall the possible for each to be a set that wall need cour most exacting only to a set that wall not a set that wall not course as we asset in a set that wall not a set that wall not course as we asset in a set that wall not a some as we asset in a set that wall not a some as we asset in a set that wall not a some as we asset in a set in a set in a send on a some as a set that wall not a some as a set that wall not a some as we asset in a set in a send on a some as a set that wall not a some a sure of the a some as a set that wall not a some a sure of the a some as a set that wall not a some a sure of the set of the

Better Broadcasting Than Ever Before

The know locable reset Weed Seeds was broadered plead by play by play by terminal Rice, of the Irihance. Not any letters you could be broad least, but at these you could bear the your of the play at how must be round. And this Saturdae you can be receive the round. And this Saturdae you can be receive the of the Yale-Princeton foothall game reported by ragio. This is supply an indication on the main broad extension that you we have a rules set in your bon.

or it is the new bear a world but to white or it is the in E.W. where a hour is of the flat

with a zeroven the most ardent radio enbours? It will be timer than ever before that to have without a radio six is a home with its discuss locked against progress.

How to Buy Radio Safely

The constraint one safe rate in getting a radio a not jour home. It you are technically carred theory, but it ippend not below-buy separate parts and as emble their two const. It is unnecessary to carrest the one is a net selecting poorly made but the another the medical naturals buy the best. It is unset to be a selecting poorly that

try to reservice a radio set. Buy a complete set

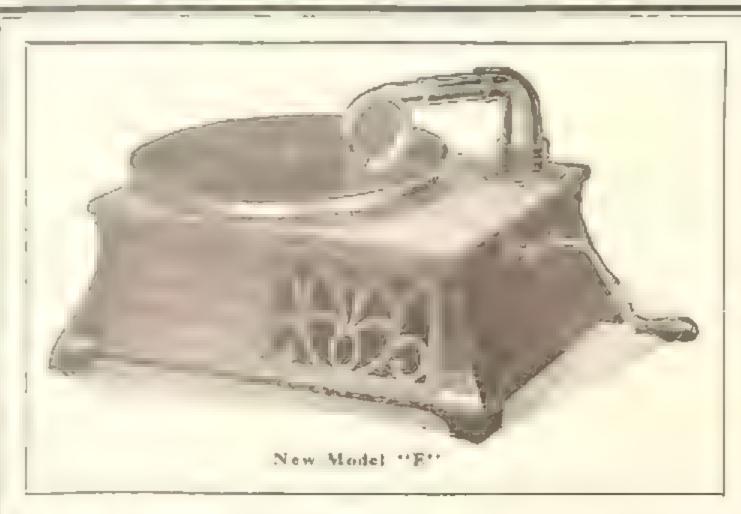
The swent-left trank of training to book a precise, however all mobile, even if you could not the phonograph and automobile are far test belonged and easier to produce than a sit, ha fory radio receiving set and a side of the work as you want it to work as more according.

I me home a process of the advertisement test how to hay radio receiving sets and tell of the various types on the market, describing the rain of meresting way. It is strongly emphasized that "it pays to buy only those sets is to by the relation manufacturers."

he tise of its constructive character. Moreover, its undity enables every reader to understand the points emphasized, in this way the error rather adustry is benefited—hence it is error total and valuable.

NOVEL GUESSING CONTEST

Wayne T Fifter of Valparaiso, Ind., has nest completed a minssing contest, which a speed limited good prospects. He take the Table II. Preaswick motor and permitted the jubic in gress the length of time the motor will sun



The General Phonograph Mfg. Co.

Model "E" TABLE PHONOGRAPH

The Greatest Value on the Market

IMMEDIATE DELIVERIES IN ANY QUANTITY

Plays All Makes of Records

Superior Tone Quality

Brite for our Proposition

The General Phonograph Mfg. Co.

THE IMPORTANCE OF ADVERTISING

The Experience of Emma Calve and Elena Sanz Points a Moral Which Is Well Worthy of Consideration by the Person Sceptical as to the Value of the Publicity Field

One time a Paris Emma Culve and blens sand then hit they would try their link as

It would be a wonderful experience, they thought, for two opers species to go out unamounced and astonish the music-losing natives

After remained rebuffs this were permitted to enter a court, where they be an to some

Although they have the best they had and street some that their friends admired, a turning you compared. How long is this howling going to community

As a result of the companyits they were driven out of the courtyard

That is lit at the Spanish Pinbassy they sand the same sones and were overwhilmed with complements

Later in the correct of the first expensions and one of the first present who had been high to his present who had been high to his present in the butt of some or his remains because he had connected at hear or an time arming that he had absend the some or an in the had alternate.

The two magins of surse, were take and Sarz

The squeet sure what most of uson, his to know he the true, and that is the reportance of advices a country color than are tarrectors.

There was no question at all of the ability of the end of the ability of the end of the ability principle of the the mining would the war to be well as lead proceed and the William properly advertised and introduced the fit he was quite william to pay yast sums to hear them says

When, length, there two sports in announced and dressed like wanderer, went out into the streets to rive their some 3way, then need in our for their pains.

The products or many manufactures are failing to find their way onto store slatters because the makers haven't introduced them to the public by advertising

Other products that have been on the sleaves hat which now are madeented are being crossled out by advertised product.

The law s. The fit survive and the mist deline a cordinatio the radaptability or madagaability to constraines?

Fradrictical products have a very stratement in the empiritive world, says The Treasure Chest

COLUMBIA ADVERTISING PRODUCES

The large, fall-page newspaper can page sponsored by the Columbia Graphophone Columbia New Process records has been re-trimiental in stimulating record sales all over the country. The Galperin Music Co., of Charleston, W. Va., Columbia dealer, reports the receipt of therty mail orders for New Process records as a result of the advertising over a period of only two days. Similar reports have been received from Columbia branches all over the country. The A. F. Iones Music Co., of Akron, O., stated that its record business was double, attributing this increase to the indipages appearing on New Process records.

DONATED BRUNSWICK TO RED CROSS

From A Mar nell, this day, donated to the Red Cross a Briniswick Model No 210. This machine we used to ad the Red Cross drive here. Everyone who poined the Red Cross received a numbered membership rand. The holder of the lineky and was presented with the phomoropy at the end of the drive.

LANDAU'S IS A SERVICE CENTER

Store Becomes Box Office for Sale of Theatre
Tickets and Post Office Sub station

Music & Jewelry Store, Victor dealer, 14 South Main street, this enty, has built up a fine linaness through the ultra quality of its service. The concern has become the central bux office for the Grand Opera House, in the heart of the business district. Landan's is also usually designated for advance sales of tickets for concerts in from Temple. The store is also a post office sub-station. Durs, hoppers are brought to the store who would otherwise go resewhere toy these services.

GLASS BLOCK STORE REMODELS

The Glass Block Store of Dubith Minn Lasremodeled its phonor uph department, patting in four new booths, with Mr. Howe as salesman in charge of the Brunswick department of the business.

REMODELING TWO STORES

Newman Brow, School Dealer in Jew L. and Newa & Making Livenia Control of

However, we also the first of the street of

In addition to this, the later is to be a second them store on New electric terms of the Company of the Company

HARPONOLA



HIS machine was established on the right foundation—a scientifically designed horn, reproducing voice and music with full, rich and realistic tone.

It has always carried the most dependable mechanical equipment, thus ensuring service to the user with a minimum of repairs and adjustments for the dealer.

Its organization (the Mersman-Brandts brothers) started with valuable experience and skill in building and finishing fine cabinets.

The Harponola has been manufactured and marketed for a number of years. Its quality is "improving with age." It is today one of the best profit-makers for jobbers and dealers in the entire field.

Write for the Harponola Proposition.

THE HARPONOLA COMPANY

CELINA, OHIO

Edmund Brandts, President



Al and Frank make a spanking fine selling team. We've hitched them up this month in Columbia Record A-3744. Al Jolson, the off-hoss, leads off with "Lost: A Wonderful Girl." Frank Crumit, the nigh one, comes mighty nigh 100% with "If you don't think so you're crazy." If they listen they'll buy.

Columbia Graphophone Co.

CAROLA CO.'S RAPID PROGRESS

Four Hundred Dealers Now Handling Carola Line—Practical Publicity Helping Dealers' Sales—Orders Keep Plant Busy

CHASTANE Of Lamber 5. The Carda to , of this city, practice force of the new Carola phonograph, has been necessary with mark di spacess in the granduction of this in equipment to the trade, and reporter, the fact that practical to represent with the degler is above. worth when the region has been producted a screen of sing being will carolled to attract stent a sich him ducet cont by calibre helps consition an amore arthurd raid dependent of the period of the wood on, and they follow the series to the participations benefit to the traction of action Short rich time his should be the check of ts Leading robing a beautiful and the an the terms of the terms of the ात गात

N. I. Schwarz had at the Caroli Co., takes that during the particle action of the 400 dealers had a attach data hards to the obay horizontal actions at the coza, and year beets the past few weeks has focus one at production rather than so at a fact the core, has been perfect to an appear to be only the core, has been perfect to data developed as a fact that the throbat can be will start to 2 with the middle that the throbat and start to 2 will start to 2 with a fact that the throbat and start to 2 with start to 2 with an exact of the control of the contro

RECORD SALES OF MUTUAL PRODUCTS

to the state of th

EFFECTIVE DIRECT MAIL CAMPAIGN

Series of Blotters and Letters With Human Interest Touch New Brunswick Dealer Help

A most of the call page plan when the been encreased a neighby a brown was actioned by a brown was encreased by the arm work table a call with the first page of by the arm work that a call of the ca

The compact is composed up a section between and a matters, which are not alternately at the actions and between the composition of the blooms and between the public desired and between the desired and between the desired and the desired

NEW TYPE OF PHONOGRAPH

Bans, 10x N. I. Derender S. Overlag Smith president of the Ferracian Machine color of this city, who is we have with a rest time seaching areas in a record, paring by one of the increase in a record, paring by one of the increase in the record, paring by one of the increase of the paring by one of the increase of the late seachings a corrected to the meaning the seachings are not descent to be a small order on any two of these bords are considered affection in mean to peak the choice and a life cutin mean to peak the choice and a life cutin mean to peak the choice and a life cutin and have the grant of the color of the color of the cutin and have the grant of the color of the color of the color of the cutin and have the grant of the color of the col

He large with Story as upraid in the sport, with a couplet to be I reason to the most of the most of the couplet of the couple

LEHENDOFF NEW VOCALION ARTIST

Noted Singer of Russian and Jewish Folk Songs to Record for Vocalion Exclusively

The late-t addition to the art of making Vocacon records exemisively is Aaron Lehendoth, noted singer of Rissian and Jewish tolk somes and hailed as the "Al Joison" of the lowest stage. Mr Lehendoth who was in Moscon driver and after the war, had some exempt and after the war, had some exempt experiences before contage to this country two years ago and has not with great successive and contage to the first with great successive and the first with great successive

SERIES OF OPERA RECITALS

Works of the Season Reviewed and Analyzed by Amy Grant at the Town Hall, New York

I deal to how many many dealers and memberof their coles stills who are desirons of bright
many on the detail of the crand opers sure
during the cream susson will be interested
as the sesson of opera restals to be given
as the lower black New York, he have Grant,
during who is the were of the season will be
reviewed and the text and ters canalyzed. The
text residence of the place of November 21, and
other registering to and nelted in Name 10.

SYMPHONY RECORDS POPULAR

the saies departs ont or the Columbia braphophore to received receiving an interesting photograph transforge Mercials, Unlimbig 30-30 of Pinera Granas, Unite. The town of Pines Armas is control a thousand railes off the southern tip of Mercian datas in decision that it rains a most two accommodas or the Year in this place. At the same take, however, the natives seem to have quite a tondness for Columbia symptoms series records and, moreover, the critical single of the has sold a considerable number of teratonoles to the music lovers in Mercianism.

A VISITOR FROM BERMUDA

One of the rotent visitors at the offices of Cellings & Co., Victor distributors, Newark, N. J., was Wester D. Wadson of the firm of Thomas I. Wadson & Co., Hamilton Bermuda, well-known Victor dealers of that city. Mr. Wadson had quite a visit with H. A. Lamor manager of the sales department, whom he had previously met during Mr. Lamor's variation at Bernards, and whom he accompanied on his first trip, thes year, to the United States, in August.

The Leadure Phonograph Co., formerly located on bouth Main street, Greenville, S. C. owing to increasing business, has moved to a larger store at 305 North Main street.

Trucks That Are Labor-Savers

The Lea Phonograph and Talking Machine Truck must be used to be appreciated.

With it one man can handle the Edison Chippendale, Victor No. XVII. Cheney No. 6 Queen Anne and other large models. This truck also fits the smaller sizes.

It is only a one-man job to deliver your instrument from the

Showroom to any apartment floor.

Piano trucks, hoists, covers, straps, movers' supplies. May we send you a circular and prices?

Made only by

Self Lifting Piano Truck Co., Findlay, Ohio

Churches Offer Fine Field for the Sale of Talking Machines and Records :: By Frank D. Parsons

In the trace of note in a color character of the color of

What the data in the first case and the data in the series of the series

And the control of th

was to in purchase of a falloug machine and an imple library of records. The churches, Surday about, buys and men's chibs, etc., all has a great adjectioning potentiables for the dealer who is account to expand his business and of machine should overlook series that a real machine is nullised by the local

Dealers Can Cash in on Desire of Churches for Music by Offering Suggestions on Plans to Raise Funds

that he in the seas bringing more clearly to he distributed a critical public the wonderful or to his that prevail through the use of a means of worship he execution with

In six if Church with which the writer is of cord Victor fronds containing members or we'll known inatorios sun, by famous to twee nutroid as part of the program of the Professional and no feature of the exemple of the exemple of the resolution of the resords and the mary fores beauty of the cones of the energy both in solo and

chores work was a releasing to the constant where the laurily a form to be constant as a sure of the constant and the constan

His sieces of the concerner of the design of the wester to urace dealer to all close to the corner people to the corner of with the country people to the corner of with the first client of all despectations as well as not Hebrew them part to retain them of the wonderful entertient agree to the model between the wonderful entertient and a for the last them all objects them the wonderful that the condition of the alert for all opportunition that will expand their business and at the same trace of the coperation high place which the model that it is not machine record occupies in the domain of it is a machine record occupies in the domain of it is

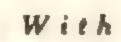
ADDS COMPLETE COLUMBIA LINE

KANKAKII, III., December 2 -The exclusive agency for the Columbia line of Grafonolas and records has been secured by H. A. Rush, proprietor of the Kankaker Music Shop, this case Mr. Rush has started an interest advertising and sales drive in the inverest or the Columbia. Inc. of products

REMODELING BRIDGETON STORE

Belowins N. J., December 3. Extensive alterations are being made to the store of Riggins taskill, Hint, Inc., to take care of repully expanding business. The concern handles a large stock of Victor, Sonora and Cheney machines as well as plants and a complete line of the steal meditionents.

Stimulate Your January Sales



SHELTON VIOLET RAYS

Show your customers the Shelton Way to Health.

Speed up your sales volume in January with Shelton Violet Rays, recommended by the Medical Profession for relief of pain and alleviation of chronic ailments.

The snap and sparkle of these invigorating Rays will ring your Register bell with renewed Life and Vigor.

Shelton Violet Ray Outfits sell from \$12.50

Send today for attractive Dealer Proposition.



Shelton Electric Company 16 East

Makers of Shelton Phonograph Motors

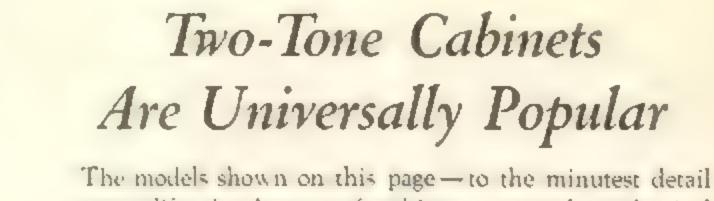
16 East 42nd St., New York

Feature these Beautiful Models of

The CHENEY for fall and Holiday Trade







The models shown on this page—to the minutest detail—exemplify the beauty of cabinets, unusual mechanical precision and perfection of tone which is The Cheney. In interest of design, beauty of finish, and range of price, they satisfy all the varied demands of your trade.

Note particularly the two-tone finish of The Oxford and The Westminster. Two-tone furniture is so popular this season that these models have proved exceptionally good sellers.

At the prices now established for The Cheney the values you can offer are hardly short of sensational. With these models you can advertise, and you can deliver, a rarely artistic musical instrument famous for its superiority of tone—which cannot be duplicated—at the price of an ordinary phonograph.

Ash as for detailed description of these models and prices

THE CHENTY TALKING MACHINE COMPANY . CHICAGO



SOUTH AMERICAN TRADE GAINS

Remarkable Increase Since July Last-Demand Centers on Manufactures

I M of the South Andria shown remarkable note to with the new freal year beginning in its values is the more cemarkable because the node of car coding with June showed a reduction of off the central fixer, it outh since the operang of the new field what, according to the National table local, has shown a substant at increase in the control expects despite fact that most it the first bands cleaning the country is going a lower than 1921 prices.

bile. Amoust and September was 30 per cent caret than in the corresponding period a year o, while experts to other parts decreased

the bank plants on, is especially interesting an trade, the bank plants on, is especially interesting an error of the tast that transpartness form the last of the laterals bough, from its

LARGER STUDIOS FOR ROBICHEK

Decorator of Talking Machines Now Operating in Two Studios-Many Orders Will Keep Firm Busy During the Winter Season

Rudolph Robichek, well known in talking machine circles of metropolitan New York for his work in creating ait designs in tesquer work and other exterior decorations on talk a machines, has found it necessary, through I increased business, to secure larger grangers Mr. Robichek, who formerly had a studio at 123 Fifth avenue, last taken a larger one at 150 Fifth avenue and also one at the corner of I wenty-nighth street and Jesington avenue lieadquarters for the company's activities will be at the Lexington avenue address, where most of the work will be done. The stadio at 156 Fifth avenue will be used as a workshop, where it is planned to do most or the small pieces, leaving the Lexington avenue studio, which is much adjet for the execution of lacquer work on the larger size talking Blackunes.

Mr. Rebettek is keenly enthusia to at the reception given him, he the trade generally in addition to the work secured from taken machine dealers he has been able to seems neveral large contracts from rainmenturing out talking machines which will keep into extremely busy during the entire Winter

MICA INDUSTRY OF GUATEMALA

Chateriala a though at present a semi-peoducer of mica, may become, as a result or development work now in proceess, an important exporter of this moneral, according to a report from Consul Frost As the United States requires four times the mica it produces Guate mala should readily find in the United States a market for all that it can export in the future. Today four mines are open and open strag, all under American control. A fifth name will be opened within a month or two and two more mines are expected to be operatmy before the end of the year. Present prodirection is at the rate of total to 1,000 pounds per month, beny about 40 per cent cut much and 60 per cent rough trummed, all of which being shapped to the United States.

GERMER HOLDS MUSIC EXPOSITION

beautistown, Iri., Herender 1.- A. C. Germer, one of the most as ressaye music merchants in this city, staged the sixth annual festival for the advancement of music in his store. The event lasted one not it week and, as usual, considerable interest was manifested in the fine deplay of Columbia Grafonolas, pranos and other 1 is cal destrocer to by the public. The interest covered wide publicity in the local caspapers and as a result there was an excellent astendance during the entire week.

T. P. RATCLIFF ENTERS NEW FIELD

Well known Recording Expert Resigns From Acolian Co to Join Bond House

Thomas P. Ratentt for some months part in charge of the standard, classical stid epicatic recording cat the Vocaling record studies and who has long been a producent factor in the recording days one of the tabange rachine trace is anchor because that to assume an important executive position with a bent boxs. It successor at the Vocaling Studios has not yet been appropried

HARMAN'S "TALKER" BUSINESS SOLD

been concluded by Rowland Bro, numers of a chain of household furnishing store, to take over the business known as Harman's this to The entire stock of Victionas and records him died by Harman's has been sold to Sol Goldsomith, prominent music dealer of Columbia. Co

81 in. and 9 in. in length

Samples \$5.00

Patented sound box.

145 West Forty-fifth St.

HNDS VOCALION TRAIN ACTIVE

Sal Vagina De Frederic Control Color

Mr McL, service transfer to restor and the service transfer to the service transfer to the service of the servi

Over 200,000 Phillips Tone Arms

Now In Use

Join This Army of Satisfied Users



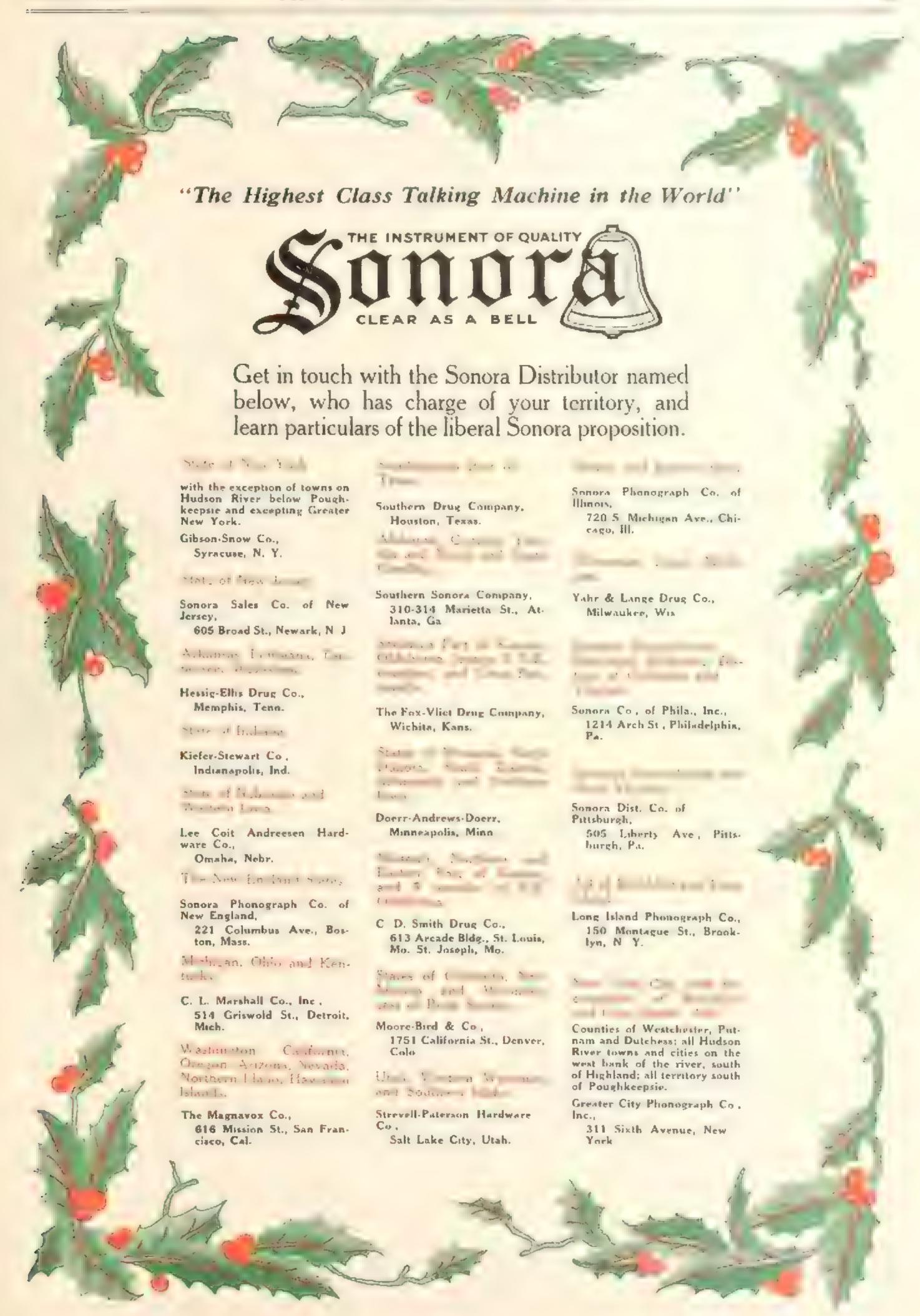
Manufacturers of Tone Arms for Portable, Medium and High Grade Machines

Cuble Addenss. 'Phonoports'

LLIPS PHONO PARTS CORP.

New York City







There is a burst of music from the Grafonola. You slip your arm around her. She melts into your embrace. "How is it you and I dance so wonderfully together?" she murmurs. "It is because of 'Fate'," you say, "Ted Lewis and His Band make it irresistible." Back to back with "Fate" is Irving Berlin's "A Dream of Romany," played by Paul Specht and his symphonic harmonists. Oh, man! Stop stopping! A-3738.

Columbia Graphophone Co.
NEW YORK

POSTAL SERVICE FOR CONVENTIONS

Post Office Department Orders Special Attention Given to Mail Addressed to Those Attending Trade Meetings in Strange Cities

Western by the Direct best of the control to the co

I is corderous. The detriner to both to the past one one of to the orall symmetries as tested, as it assumes that the to the coronic example of hands as the coronic example of the forest of the fore

ire Department of the large training of the control of the control

It is not superior and in a second

A MOST ARTISTIC POSTER

Features President Harding's Record of Two Patriotic Addresses Issued by the Victor Co. for the Benefit of the Red Cross

The Victor Co has issued a remarkably ar to the policy in connection with the records made by President Harding at the White House May 24 and which as related in Law World last month, have been made and are marketed without profit to the Victor Co, the proceeds as will as the President's rejectors going to the Red Cross

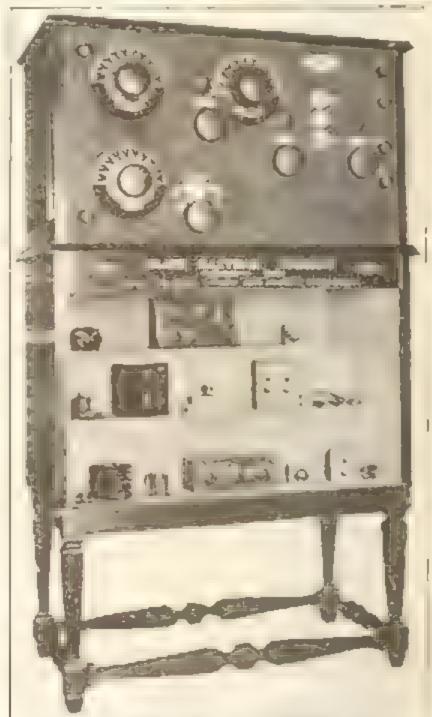
The protect which is a superboxically of the printer art, tentures the address made by the President at Hebiden on May 23, 1979 on the return for burnal of \$215 Artice can solders informations, moreover at times, as well as the address made by the President at Well-ington on the occasion of the opening of the International Contents of the Linear Landon Armament on November 22, 1921. I need his toric atternational Contents on the President due Victor perject of a toric all times on done in the Architecture.

The Health Co. Min in Stone 6.8 hostreet. Washington, D. C. is broad as ing a series of Edson nidio concerts. These confirst are process your shortests in attraction affection in the Libson bids of phone project.

INTERESTING EXHIBITION FEATURE

Giant Model of the Clapp-Eastham R Z Radak Set Will Be Used at New York Radio Show

Lasth to Unit of this city, manufacturer of Robo radio recent at application, has evolved



Clapp-Hastnam R Z Radak Set

a view interesting there for exhibit at the vietous radio shows. It consists on a grant model of the Chipp half in R. Z. Radik set his militarite out is found at a limited back which has down jourdon to be for the use of the exhibitor. Conceaded half is and a gravite of bit limits in tractiveness. It has been shown if the Clacago and Boston shows and will also appear at the outbooming. New York Radio Show

ROCKFORD FIRM IN NEW HOME

Rockroso, Lee, Neveralize 29 - The American Beauty Music House, located since Angles, 1921, at 1922 Charles that respond its doors at a new location, 463 Seventh street, last week

With three salesmen in addition to Manager Court I. Swappen, the stem will continue to demonstrate the Archam Leads phonograph, an acknowled product—annualistical by the Pictson Co., 2.4 North Water street, as well as accessories to the rachine, re-ords, planos and other products in the ratherest line.

Bring-work records are bring broadcasted by the Athana Journal, of Atlanta, Ga-





Manufacturers: Has your automatic stop ever helped your dealers make a sale?

Investigate the Sherburne

NAMES AND BOOK COME

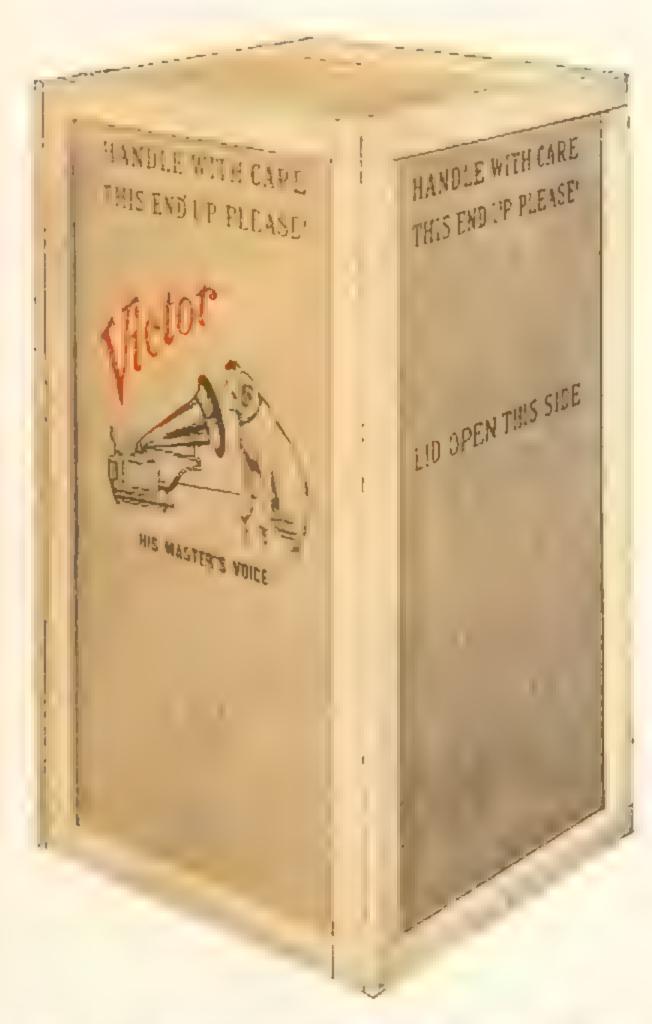
SHERBURNE MANUFACTURING COMPANY

918 Penobseot Building

Detroit, Mich.

ATLAS PACINIC CASES

Atlas Packing Cases, made from Atlas Plywood Box Shook, are the acknowledged standard of the Talking Machine Industry.



This is an exact reproduction of an "Atlas" Packing Case manutactured, printed and shipped to the Victor Talking Machine Co., Camden, N. J.

The use of "Atlas" Packing Cases indicates the high quality of the contents.

They have been trade-marked as a protection to the particular manufacturers who long ago realized that their use would result in efficiency and economy.

"Atlas" Packing Cases make a better appearance, give greater protection and save freight.

The thoroughly coordinated quantity production of our six mills insures the Talking Machine Industry unusually prompt and sure service.

For years we have made it our business to know the needs of this industry, so that we are authorities on packing cases.

Shipments in Carload Lots Only

ATLAS PLYWOOD CORPORATION

10 HIGH STREET

BOSTON, MASS.

LARGEST MANUFACTURERS OF TALKING MACHINE PACKING CASES



MISSION MUSIC HOUSE OPENS

Artistic New Quarters at Long Beach, Cal. Formally Opened

Loso Brach Car, Decimon 4 Several hundred must been cost delle Mession Musi House 512 Pric syring, on the effect opening as and expressed good wish a feetbe proper tors, Bedrord Fonney and H. H. He kin in their venture. Both more are known for alls or their activities in the minimum world. Essential were balanced about the querous store, often affecting from trends and bismess, onten potatics.

One of the scatters of the decreations proved to be the lightene effect he rathe members building of un-sion design to be used as an dividual booths for trads of plomized back or ords. On partials of plomized back of the decreases space scatter bank on the wall

M. s. Insuta Benoist, so oist, entertioned with a pleasing program at the opening. Men become of insich dings attended in a body

H. N. McMenimen

Consulting Engineer

Consultation by appointment on every phase of the phonograph industry, including.

Recording, Plating and Pressing

Motor, Tone-Arm and Reproducer Design

Patent and Model Development

Sales Promotion and Advertising Plans

Laboratory:

Scotch Plains, N. J.

Offices:
2 Rector Street, New York
Tel. Rector 1484

CLASSICS AND OPERAS BROADCASTED

Radio Fans Listen to Finest Music-Metropolitan Artists Participate in Broadcasting of Veidi's "Aida"—Other Concerts

Distant the part month, the trend in radio broad asting or reise has been toward. The casses and operations the outstanding CONCETTS of the month was broadcasted by the American Jelephone & Teagraph Confront Il c King-bridge Armory in New York Verdic "Aida," aunonneed by the broadcasters as Metropolitan grand opera an oratorio form, was heard by over a half-million people, it has been estimated. Assisting in the program were some of the foremost Metropolitan artists and the Metropolitan orchestra and chorn-Tais one cet was heard within a radio or 1,000. enles and more than 60000 receivers within thus area sycre notified of the event and were instructed as to the proper meter wave length for receiving from station WEAT of the Yerraan receptione & Lebegraph Co.

Another important concert broadcasted from seits of WEA's recently was Beethoven's 'Secretian Scriptons,' States. Then there and other runders, placed by the New York Phillian money Dichestral directed by Josef Stransky

The was the first organic on which a full the Darwor of program by the New York or che to build here broadersted. Microphones had been placed in various sections of the great has of the Cellege of the City of New York and these were connected with special teasphone with connecting the auditorium with the ratho trais is ting apparatus. In the way at extraneous ions said suduction from power one, was eliminated.

Severac of a series of Sunday afternoon concerts, consisting of gems from the lighter operas, have already been broadcasted from the WIZ station on Newark. There will be thin teen of these centerts in all.

STRAWN-TUCKER ADDS VICTOR LINE

In the Rock Ark December to The Strawn In kee Friendare Co., or this cit, recently secured the agency for the Victor line of talking machines and records. The initial shipment has already been received and the num is planning an age, ressive campaign in the interests of the line. Miss Louise Cormi, tornierly with the O.K. Honek Co., of Memphes, Tenn., and later with the One Blass Co., of this city, is manager of the new department.

NEW EDISON DISTRIBUTION CENTER

Thomas A falson, Inc. has leased a our story had building 100×100, at Freeman avenue and Hamilton street, Long Island City N. Y, for the purpose of establishing a storage and distributing station for Edison phonographing the metropolitan district.

E. A. SCHWEIGER OPENS NEW HOME

New Quarters of Old Brooklyn Contern Formally Opened-Rank With Finest in City

If A Schwence In, opined its reas colarged steep at 1725-27 browlers rear If a cock street, it could be brown as a fort broughty test and has traced as a constant booths for record denonstrations. A complete stock of Victobal and record has been installed.

The busines was a ribb history 1904 and base enjoyed visted to growth has been particled of the story mode to convert 1737 into part of the store and the spaceous machonic of a respectively to serve the Schweger visite.

The top Borr with the remains and corago, the sound there is the Victors of court and the prompt from a district to records, and hours.

The store was briotated with flowers and flags at the opening. Peake in from wire given to woman in each boxes to new and Victiola prodes to abilities as sometimes.

The officers of the firm are 1. A Schweiger president, Joseph Neastadt viscourses dero Harry Schweiger, treasure. Robotd and I dward Schweiger, secretaries.

NOW \$1.50

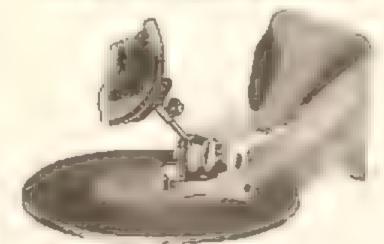
To the Consumer

RADIO has had its fling, so we will get back to

PHONOGRAPH SUPPLIES

The LIDSEEN FIBRE NEEDLE CUTTER

Sharpens the needle without removing it from the tone arm of the machine



Jobbers . line up on this

LIDSEEN

832-840 So. Central Ave.

CHICAGO

IN THE VICTOR RECORD BUSINESS

THE TALKING MACHINE THEATRE IN THE HOME

A PROGRAM

for Every Week of the Year

At the Vaudeville

Concert

Opera.

New Year's

St Patrick's Day

Claster

Decoration

Day Mother's Day

Fourth of July

Hailowe'en

Thanksgiving.

Xmas

and many others

The Modern Way of Playing Your Victrola

An Evening at the Concert with World-Renowned Artists

No. I

Victor Record, No. 18927 - The Victor Concert Or chiest contoplay "Semiranide Occience" Parts Land 2

No. 2

Victor Record, No. 74442- Vima Ohick Soprano assisted to the Male Chorns will sing "O'd Black 1.45

No. 3

Victor Record, No. 74533-Paderewski-Planotorte Meizert in G (12p. 14, No. 1)

No. 4

Victor Record, No. 66012-John McCormack Tenor to a Kose of Mr. Hearl

No. 5

Victor Record, No. 54644-Violin Selection by Mischa-Han "Sony gaz "

No. 6

Victor Record, No 64914- Strin Song - Sunt In-

Reguld Wengustin

No. 7 Victor Record, No. 64874-"Drank to Me Only With I see I as, he the Founder String Duartet

Victor Record, No. 88199-1 omse Homer, Contralto. " I suis Surson et Dalile, "My Heart at The Sweet

No. 9 Victor Record, No. 74682-Violin 4 ello - Solo-by

Hans kindler, "Sula Without Words

Victor Record, No 96001 -Rigoletto

No. 10 Quarter by Samest Daughter"-tar the Sewherch Sorth Severma



We are completing a big Victor year, the best in our history, during which Knickerbocker service has helped many Victor retailers to make it the best in their history

For 1923 we pledge the same whole-hearted to operation and the continuance of the many practical selling suggestions which have been such an important lactor in the value of Knickerbocker SCIVICO

Victor Dealers:

What is more similar to the Victrola than the Theatre? A weekly Victor Record program for the home will help you sell more Victor records. Send for full details.

A Merry Christmas and A Happy New Year To All

KNICKERBOCKER TALKING MACHINE CO., Inc.

Metropolitan Victor Wholesalers

138 West 124th Street

NEW YORK CITY

SALT LAKE CITY TRADE PICKING UP

Business Outlook Growing Steadily Better— George S. Glen Honored—L. E. Larsen With Glen Bros.-Roberts Piano Co.—Other News

SALL LAKE CITY, CLASS, December 4 -- The talking machine business is better than it was and it looks as it both machines and records will move at a satisfactory pace between now and Christinas The public seems desirous of getting the latest in talking machines, as it does in most other things, and a new model is bound to attract interest. Some of the new things introduced on the local market recently are likely to be in greater demand than the manufacturers can satisfy, according to leading men in the trade. The industrial situation is still satisfactory and the outlook for higger things grows better each month. All in all, merchants in any line here have no reason to bother about what the future holds in store, but may put their best efforts into their connertions with confidence

A signal honor to the well-known general mn-nal instrument house of Sar Jake City and Ogden, known, however, by the restricted title of the Glen Bros Roberts Plann Co., his been paid by the members of the new Intermountain Development League an organization formed to develop the great resources of the New West during the past few weeks to the election of George S. Glen, manager of the Ogden store and president of the company, to be the first president of the League. It is really an honor to the whole music trade from ternity of the section. Mr. Glen was recently the subject of a lengthy article in the Ozder Standard Examiner and also appeared in the Desert News' "Who's Who in Utab "

Wayne Miston manager of the talking machine department of the Daynes-Beche Music to, is monroung the loss of his little day, bler who died rather suddenly last week

The Glen Bros-Roberts Plano Co has appointed I. E. Larsen, an experienced phonograph man of Spokane, Wash, to assist Manager Berry, of the talking machine department Mr. Larsen will spend the greater part or his time on the outside. This is the first time the firm has had anyone represent them in this department in an official capacity on the outside.

The Ogden Commercial Club and Chamber of Commerce announced a new program recently that should be of invaluable service to merchants. First it was announced that hereafter business men would not accept or consider ansadvertising proposition that had not previously been approved by the Chamber's secretary. It is claimed that thousands of dollars have been spent by merchants on advertising schemes that have been next to worthless to them. The other "stunt" is the manguration of a Pay up Week in which everybody is urged to pay at least part of what he owes his neighbor.

M P Perry, of Quincy, III, a relative of R F Perry, of the phonograph sales department of the Brunswick Balke Collender (n. has been appointed manager of the talking machine department of the Keith O'Brien Department Store Co. He succeeds Manager Moore, who has gone to Los Angeles to take a position with a well-known concern in the sewing machine business

The Davnes-Reebe Music Co has presented the Children's Convalescent Home with a talking machine. It is said the little patients think a great deal of it and that "it is the first thing they ask for in the morning and the last thing at night." Doctors and nurses are watching them closely to see what effect the music has on their progress toward recovery, believing it will be highly beneficial

James I. Hamilton, Brunswick dealer at Greencastle. Ind, is making good use of the radio to tie up with the sale of Brunswick records. He broadcasts the Brunswick record releases on the radio

OTTO GOLDSMITH CONGRATULATED

On Formal Opening of New Headquarters in New York-Many Attend Reception-Interesting Musical Program Well Received

The Cabinet & Accessories to. Inc., well known distributor of talking machine accessories, held a formal opening of its new head quarters, 3 West Sixteenth street, on Tuesday afternoon, November 28. A representative gathering of metropolitan retailers was present as well as representatives of various jobbing and supply houses. Otto Goldsmith, president of the company, was also in receipt of numerous telegrams and telephone messages of congratulation from those who were mable to be present. Mr. Goldsmith, Miraam Goldsmith and their staff of co-workers provid excellent hosts and notling was omitted to provide in the entertainment and comfort of the guest-

In the large auditorum within the building an excellent program of music was residered Representatives from Irving Berlin, Inc., were present and an entit want to the jug a Into produced by the year of the produced by the year. belong hore trade the say, a trade, & Ruse the amb C' ; con Ve son, Berlin & Smiler profession hold by the september and se certed hearty appears May a very 6 Trying Burn, In , and, well rock . before the publication the classic sections were pospedated, to the real of the control good realt. Your other or early on gram which provides to provide the Carthy Science from Long to the contract of Keyne ' Durn the cost of a procercelannas were vised and contidered reased an appropriate and the off the a decided sures and will be any consistent. by the natropolice is de-

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TRUE TONE AT LAST! Music Master Horn Conquers Screech, Snarl and Howl and makes listening a joy!

The Geraco Phonograph Attachment makes your Victrola or Columbia into an excellent Radio Speaker. No head-sets needed interchangeable with sound box. \$10

Distributors for OKEH Records and STRAND Phonographs and GOLD SEAL Record-Repeaters.

(in Pennsylvania, Southern New Jersey, Delaware, Maryland, District of Columbia, Virginia and West Virginia).

Two-thirds the way around the world radio enthusiasts are learning to appreciate the superiority of the Music Master Radio Amphilier.

You ought to see it. Our plan makes both seeing and hearing easy. Any reputable dealer will demonstrate the Music Master in your home.

Send us his name and we will make sure that he has one on hand to show you. Fourteen inch aperture—

(Home Model) \$30 Twenty-one inch—

(Concert, Dancing, etc.) . 35 Complete, ready to attach in place of headphones. No tubes or batteries re-

Jobbers and Dealers

Sample Horn shipped to responsible members of the Radio or Phonograph trade with full privilege of return. List prices and full details on request.

"Geraco" is the brand name which absolutely guarantees the merit of every Radio product upon which it is placed.

Complete data, including prices and literature, on request.

GENERAL RADIO CORPORATION

Walter L Lehhardt, President

Makers and Distributors of High-Grade Radio Apparatus

624-628 Market Street, Philadelphia.

806 Penn Ave., Pittsburgh,

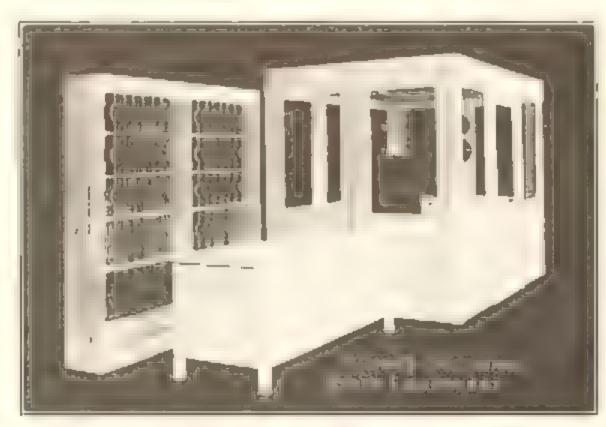


quired.

Ogden's Sectional Phonograph Store Equipment —STANDARDIZED—

Produced economically in great quantities—sold to you as you need it. Every part accurately made to fit the other. You can keep adding to your equipment as your business grows or knock it down and move it to your new quarters.

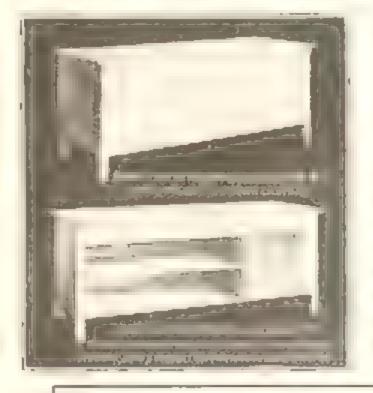
Construction and Finish the Best-At Factory Prices.



Price of Ogden's Sectional Units

Record rack, No. 1-5, each	 640 00
Paneled ends, each	5.00
Record sales counter, No. 1-S, each	80 00
Record sales counter, No. 2, each	60.00

FINISHES: —GENUINE ENAMEL
White, Old Ivory and Gray



FRONT AND
BACK VIEW OF
RECORD COUNTER, showing 3
compartment
drawers for Card
files, also 3 Upright Compartments and 2
Shelves, which fill
every Dealer requirement

Materials are rapidly advancing Make your reservations NOW to protect you against price advances during 1923. By outlining your plans for the future now will give you price protection.

Prices of Complete Equipment

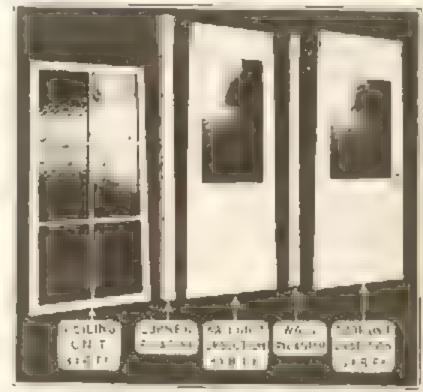
Titles of Complete Equipment			
	PLAN NO	1-2 Record Sections, 1 Sales	
		Counter, 1 6x6 ft Booth	\$275.00
	PLAN NO	2-3 Recurd Sections, 1 Sales	
		Counter, 2 6x6 It Booths	125 00
	PLAN NO	3 2 Record Sections, 1 No. 1	
		Sales Counter, 1 6x6 ft	
		Booth	305.00
	PLAN NO.	4 3 Record Sections, 1 Sales	
		Counter, 2 6x6 ft Booths	160 00
	PLAN NO	5-2 Record Sections, 1 Sales	
		Counter, 1 6x9 ft Booth	315 00
	PLAN NO	6 3 Record Sections, 1 Sales	
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Counter, 2 6x9 ft Booths 175 00

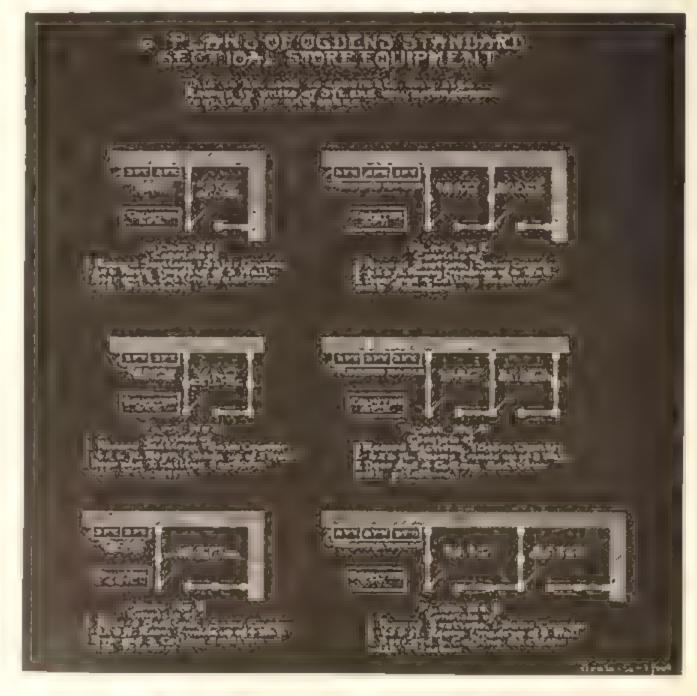
The complete Store Equipment (as illustrated) consists of RECORD RACKS, for 2,700 10-inch and 12-inch Records —SALES COUNTER with every Dealer convenience for Card Files, Accessory Stock, Bags and Wrapping.

SOUND-PROOF BOOTH, 6 x 9 ft., (Plan No. 5). For Corner of Store, \$315.00. Against Side Wall, \$365.00. Without Wall Contact, \$415.00. (Complete as illustrated.)

ANY MAN AND A BOY for helper without carpentry experience can assemble this room in one hour. There is nothing to do but place Wall and Door Sections in the Pilaster and turn down the clamps. Place Ceiling units in position and Base Ruil or Floor Shoe around the bottom and the job is complete, as tight as a drum, at a fraction of the usual cost.



Room units made to fit sound tight



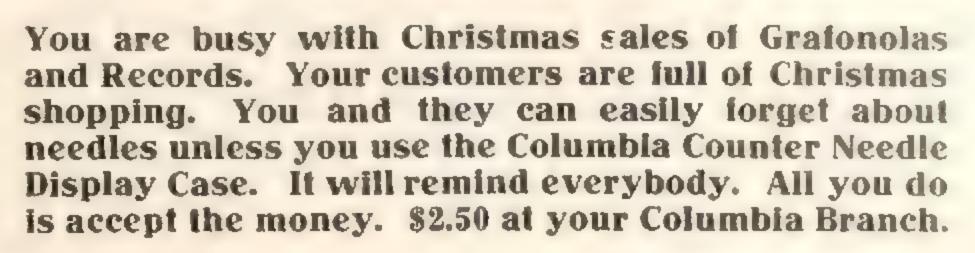
Ogden's Complete Modern Store

Costs less than carpenter work. Everything ready for business the day you get it-Sectional-Unpack and "Set it up Yourself."

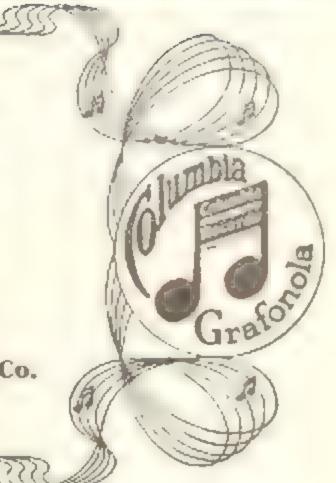
NOW IS THE TIME TO IMPROVE YOUR SERVICE

Send us a pencil Sketch of your Store, Showing where you want Record Racks, Customers' Counters and Private Sidesenous and we will quote you a delivery price on Sectional Equipment which you can install any evening and be 'Op to Date' next day.

OGDEN SECTIONAL CABINET CO., Lynchburg, Va.



Columbia Graphophone Co.



THREE NEW SHERBURNE PRODUCTS

Invisible Hinge, Lid Support and Drop Hinge Added to Line-Sherburne Automatic Stop Meeting With Success Throughout Trade

Dense: More Decaded 4 to Shedown Man the purpose of the set, a semilo first of the Sairbi man and the set, a stope series from discondinging to the trade of the cycla will shown that has been adopted by the cycla will shown that has been adopted by the them is approach. The captures as perfort them is approach. The captures as perfort in the Sairbi me of a large supposed of the cycla will suppose that a contract of the cycla contract and a new deep to be removed as a contract of the cycla cycla contract of the cycla cy

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Victor Wholesalers



The House
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Pittsburgh
since
1831

KEEPING TAB ON SCHOOL MUSIC

By FRANK H WILLIAMS

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FILES ARTICLES OF INCORPORATION

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The Edylor Music Co., of Dulath, Mont, its just completed patting or a new front in a story

DEALERS TYING UP WITH ARTISTS

Record Promotion Littorits of Brunswicz Deale s-Center on Featuring Artists

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J. M. MARQUIS RE-ENTERS TRADE

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MAGNAVOX RADIO

and the

Music and Phonograph Store of tomorrow

THE daily Broadcast Concerts give Radio a musical importance which no Dealer can afford to overlook.

When equipped with Magnavox Radio, the Reproducer Supreme, a wireless receiving set becomes a musical instrument of practically unlimited scope and one which commands an intense, evertenewed interest.

The Dealer who realizes this swift husiness development and prepares to grow along with it is building the Music Store of tomorrow in his community.

But a successful Radio Department is no child's play at it were, success could not offer a financial reward commensurate with the Dealer's hard work and business capacity.

To assist the ambitious Dealer we are publishing Tor Myosoo x (as illustrated above) for distribution to retail merchants equipped to enter the Radio field.

The Mackwox is the concrete proof of our ficilities for giving Advertising in Exiles Service to thousands of Dealers who have already profited through carrying Mignayox products.

In this publication you learn how other. Dealers have built a Magnayox Radio business and how we help violetravel the same ond.

Write today for free copy of Im-Missing and came of your nearest Magnetic distributor.

The Manager a very serious shown at the matter of popular maging

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VOLUMA RETAIL STORE OPENED

Strand Line and Okeh Records Featured in Attractive Warerooms in Baltimore

BALT MORE, May December 5 - Another attractive talking much one shop has lately been added to those on Howard street. The Voluma Corp. manniacturer of the Voluma reproducer, has opened retail war froms, which also are serving as the wholesale headquarters of the commany, in the Academy of Music build ing, on Howard street near Franklin Strand phonographs and Okeh records are carried



New Voluma Warerooms

Pesturing Velena Roccious, Stant Promoraghs and

The location of these warerooms, with an entrance it to the lobby of the Academy of Music, is entirely advantageous from a sales stand point and the watercoms are kept open each tught until after the intermission period of the show. It has been found that numerous record sale-, as well as machine sales, have been made during intermission. A min ber of Strand models have been escupped with a Voluma reproducer who is a considerable after tion. The Volume reproducer is a sound box of a different principle from others and is the invention of James I Cook, at this city. Mr. Cook is to be found it all hours of the day at these head meters ready to demonstrate his invention. Mr. those reports that a number of sales across have been appointed for the regrodices and that sales are steadily in CECH-BU

R. W. PORTER BACK FROM TRIP

Field Sales Manager of Columbia Graphophone Co. Returns From Six Weeks' Trip-Gives Interesting Report Regarding Business

Robert W. Porter, field sales managed of the Columbia Graphophone Co, returned to the executive offices at New York City recent v after a six weeks' visit to all branch offices except those in coast cities.

Mr Porter states "Business is hopeful, good and full or life, present conditions forecast a most satisfactory Christmas season. Dealers report floor sales 'way ahead or last year. In cases where dealers are aggressively advertising and working outside, their citoris are being well rewarded. The farm territories are beginning to see a flood of money from the sale of crops In the industrial and tabor centers collections are becoming normal and eash sales are picking up. The settlement of the rail, nine and textile difficulties, combined with the follow and a quarter crop merease, together with the virtual shortage of labor in main towns, puts every dealer on his toes for increased business. While embargoes and the shortage of product in senie models are causing a little inconvenience there is hope that both these conditions will be climmated shortly. Most department and infiniture stores throughout the country are advertising holiday goods, with the result that many people are visiting the phonograph department. The New Process Columbia record advertising has created a sensation in the industry and is bringing many people to the record department who have not purchased records for a long 1,7010

Mr. Porter plans to remain in the city until the middle of Dirember, when he will visit some or the Columbia Eastern branches

Ha Segrecter Hardwar to, of Clinton, far recently opened a fallouz macloue deposi-311111.1

BIGGEST YEAR WILL BE 1923

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UNICO PRESIDENT ON EXTENDED TRIP

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HALF MILLION ALREADY SOLD

The Record Cleaner with a Proven Sales Stimulating Record

NEW-ORIGINAL-PRACTICAL

31 inches diameter, Circular shape, Photo-Pyro Process Top, with any design and advertising matter, in any color or colors. Will not fade and cannot be removed. The cleaning part furnished in assorted colors of excellent quality plush.

The wonderful advertising possibilities and attractiveness, places these cleaners beyond the line of competition.



Manufactured for jobbers and distributors direct. Write for sample and interesting facts about this little giant business-getter.

PHILADELPHIA BADGE CO.

Patentees and Manufacturers

942 Market Street Philadelphia, Pa., U. S. A.

SOME OF THE WIDEAWAKES WHO HELPED SELL THEM:

The Agohan Company,

New York City.

The Brunswick-Balke-Cullender

Company, Chicago Illinois.

Munson-Raynor Corp.

Los Angeles Cali:

Rudolph Wurhtzer Company

Cincinnati, Ohio. Knicker booker Talking Machine

Compatty.

New York City. Walter S Grav.

San Francisco, Cabi

Everybody's Talking Machine

Company Piuladelphia, Pa-

G T. Williams Company Inc.

Brooklyn, N. Y. Blackman Talking Machine Co.,

New York City.

Emanuel Blout, New York City

C. Bruno & Son, Inc.

New York City

Musical Institutent Sales Co-New York City

The Louis Buehn Company Inc.

Phila lelphia Pa H. A Weymann & Son, Inc.

Philadelphia, Pa

Penn Phonograph Co Inc.

Philadelphia, Pa

The Talking Machine Company

Philadelphia, Pa-Cressey & Allen Inc.

Portland, Maine

W J. Dver & Bic

St. Paul, Minn

Old Ideas of Salesmanship Must Give Way to More Recent Conceptions :: By W. Braid White

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The idea is a psechological basis of value is not, of course, new, and in fact it is in prac-

Evolution of Salesmanship Slowly Eliminating Old Theories to Meet Exacting Conditions of Present

there which unload by nerchants and marriage three-which have never thought of piving a debrate name to the hother words, the idea is graductly examine around among thinking business mentional all solines must be hased upon that excluding and that rate exchange another most easily either when the value of the article to its value as expressed it what it will bring to or do for, that owner is clear and chooses to a concerned

The Place of Price

frage processes to consideral the con-

at this price matter from another standpoint The Ford automobile is at its lowest price today, while at the same time its output is greater than ever before. Now the simply means that Mr. Ford has laid the great wisdem to base all his merchandising upon utility. He discovered what sort of light car would, when stripped to essentials, do the greatest number or ohviously useful things for its owner, in respect or running, carrying, getting to place, on time and performing the work of road transport at the lowest price and in the least fanciful manner. Having found that out he proceeded to leuld that your or a car and no other. For at least bifeer years now he has built nothing ess but the tom time from consideration the other utility product, the farm tractor). The public he soon to mid recognized the atility and were wileng to pay the price asked, becalled that (rice a curately represented the jub a belief in the things the car would do for them. In consequence, Mr. Ford was able steadily to increase his output and reduce his price looks we have in the lord car a su prime example of the psychological theory or value in one of its most important aspects, where the april at on of that theory has redied I proce to the consumer without disturbing the basis of the value or decreasing the problem the salar Association of fact, it has emissional, marca-ed

New let us look at this psychological theory of value from the standpoint of our own in district the one may have a man coming into the talking made he business from some wholly are and fine or indistres and asked to far

A Triumph in Tonal Beauty— Visible Charm and Adaptability The EMERSON Louis XV

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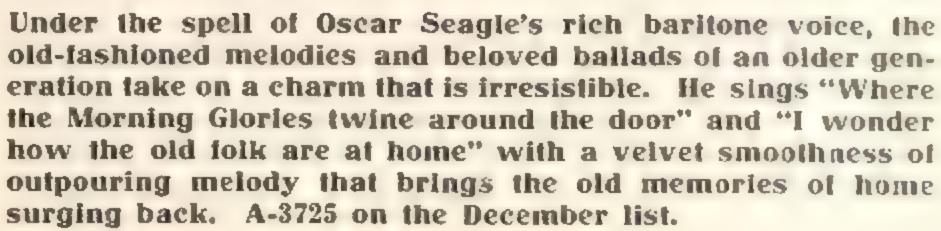
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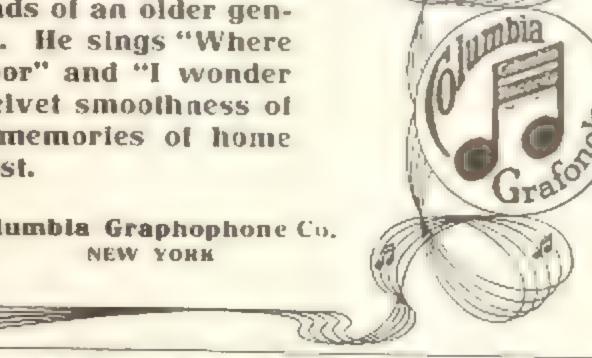
Il ra for details of our special franchise

GOODRICH COMPANY, Teru, Indiana





Columbia Graphophone Co.



out a policy of the displant confere superior him taking any other costs in the so have been decressor. He would hade it the fifther machine would consider which it was in the oware, will be early and wordend ... ressortes in the way of records, etc., oct world at one concended has the way to meet and co it is to bring to the people overvalure the great three great to be at this will do not corp. but, when one once to consider the souther what clse is there to talk about?

The Ford Cycle

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What We Are Really Selling

It seems that the rest ne 1 or the taken, machine husiness at this time of a resolution by merchants of the generous order in a contract non-bants did male surban non-the lease of their selling there would be no question or selling one make a caust another on the social of price. If absord can magnic a more infully diose policy that the, we should like to hear, but the fact cemain, that mer lamits do commet this crowning commits and usually because they do not see that they are not in business to help manufact iters out each others. throats. This are in busines, to sed, not "machines," but the things that machines will do Therefore, it is their but it is to have the mandiacturers supply them with a certain variety of styles and topics of the necliain alter bod. ment of the it is eal served they are solling. for cirtainly a higged scope of time is conrement that, rulast, even so, there is no real need for barsen price machine. I spay ally there is no need for my bines which look like higher priced ones and are proceeds got up to imitate something better than the nestly is. One can magne, for nothing, the need for a curtain variety in price, to suit the peculiarities of

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The selection of a new modulates the surresearch a felter of the quete and be which we all error to align ourselves and measare our process, lave been but the by the very process, the process of selling is use, not mechanics, and of hasing the sales place upon the 1800 hological theory of value, the theory that the period a thing is rightly measured only he its value to the owner. Let that miportant fact never be forgotten. All sound merchande nez in our industry must be based upor this point and where it is so based, then, and then only, a the sales policy certain to make Eagle of the second

Utility and Luxury Values

In the range one of the point dear. Let it he be for entered that calling him a him year and in many different ways. It is better to not in cobut that your recels desires acquired preftrunces into our for example the load sain is a white other. The Ric Roses value a luxury y rise. One is expressible in smaller features from the other for the world still rates lexure in its establishment beautifuls. whenever and ware our luxur, and reduce a he placed sub-less and the first terminate

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Ward's Padded Khaki

Moving Covers



tor Pianos and all Models of Upright and Console Machines

Discributors

BRISTOL & BARBER INC.

3 E 14th St.

New York City

SHERMAN, CLAY & CO. 741 Mission St San Francisco, Calif

THE C.E.WARD CO.

NEW LONDON

OHIO

Keh Records STRAND, GRANBY and OUTING PHONOGRAPHS

Brilliantone, True Tone, Tonofone and Gilt-Edge NEEDLES DELIVERY BAGS AND ACCESSORIES

Complete Stocks and Prompt Service

IROQUOIS SALES CORPORATION

Wholesale Distributors

210 Franklin Street

BUFFALO, N. Y.



NEW GRANBY CONSOLE MODEL

"Apartment Baby Grand" in Adam Design Is Going to Be Quite a Favorite

The Granhy Phonograph Corp., of Newport News, V., has just placed on the market a new con-ole model. This newest member of the Granby jamply is aptly described by the company as the "Apartment Baby Grand" of phonographs and meets a demand for a smaller type console table model. The list price of the new model, \$135, is expected to be another contributing factor towards big sales. It is produced in the Adam period design and is made with the same exacting care which characterizes the entire Granby line. In all respects it is a very compact instrument with high-class equipment and several exclusive features. It has a tora anoditier located inside the cabinet just back of the furnitable. The cabinet design is attractively executed and the cabinet panels are constructed of five-ply veneer, the same as found in higher-priced instruments. Atthough this new model has only just been placed on the market O. P. Graffen, New York manager or the company, states that a demand for this new instantial already been mamiested and that segrowing daily

With the increased facilities at the Granbs factory production is being speeded up on this new model and slipments are being made promptly. Many dealers are securing the new console in time for the holiday trade and already report that it is a good seller

SINGS FOR HOSPITAL PATIENTS

Margaret Young, exclusive Brunswick artist, while in Montilair recently called at the store of Lawlor Dermy, Brunswick dealer, just as Mr Lawlor was deliverned a Brunswick to a local hospital. Miss Young offered to go along and sing for the patients of the hospital, which she did to the delight of all of then

E. L. SAMPTER PROMOTED

Purchasing Agent for General Phonograph Corp. Appointed Sales Manager of A. F. Meisselbach Mfg. Co.—Popular in Company

The A F Mersselbach Mig Co., Inc., which is a subsidiary of the General Phonograph Corp., announced recently the appointment of E Lawrence Sampter as sales manager of the company. Mr. Sampter will be in general charge of sales of the famous Mersselbach fishing reel products, and under les direction there is no doubt but that the sales will show a steady increase.

With the General Phonograph Corp for the past four years, having occupied several important posts, and in addition to his activities as sales manager of the A. F. Meisselhach Mfg Co. will continue as purchasing agent of the General Phonograph Corp. He has a host of friends in the executive headquarters at 25 West Forty-hith street, New York, for, all though he is busy with his various duties, he manages to include in various athletic sports to excellent advantage during the Spring and Summer seasons.

DEATH OF FRANK H. RAYS

You sorrows, O, December to Frank H Rays, who for filtern years has been year president and general manager of the Central Store Co, this city, died at his home here recently. He was one of the organizate of the company in 1904. The store maintains a large talking machine and many department and Mr. Rays devoted much of his time to mithering the interests of this section.

A music store has been opened in Hardwick, At, by Mrs. C. H. Himes. Victor talking to a claims and nursical instruments of additional handled.

FINE HOME FOR STEINWAY STORE

Steinway & Sons' Indianapoles, Ind., Store to Be Unico Equipped Throughout

Our of the transport of a light in sient- nethe Meble Wert sonder a diamapoles Stewart & Sent Dr. 19 1 makers, have seeind a mea location of J. sylvania street which enable them to say a much larger fluor paci to adequete, de a their excellent hac of places and the Greek phonograph, which they discreptions Asir a of the plans for their new store, as developed by Geo A Trong of the Unit Consess page Co. shows a most excellent store arrangement and beautiful defector. An except chally affraction window extends the Steinway greening to the passer-by and upon entering the store of equaly beautiful lubby will carry on the good in pression arested by the window. Immediate adjoining the Johly will be the taking machine department and office. Probably the most at tractive feature in the entire layout is the beautitul Stemovay Grand display salou, upon which the Unit Construction to has dispussed its skill in creating a high-class atmosphere so exsential to modern musical newhands-ing of quality products. Separate Unico paulo room are also provided for the desplay and sale of the various kinds or Steinway panos and all together the opening of the new store about the first of January with he are epockat event in the music history of Indianapolis

ENLARGE PHONOGRAPH DEPARTMENT

The phintograph department of the S. Davidson & Bros. Intriture Stere of Des. Moines, la flyinswick dealers, has been completely remodeled and greater enlarged. It is now one of the fine-if departments in the Middle West. The complete line of Brunswick phintographs and remodes is hear, teatared and artistically displayed.

Christmas Greetings

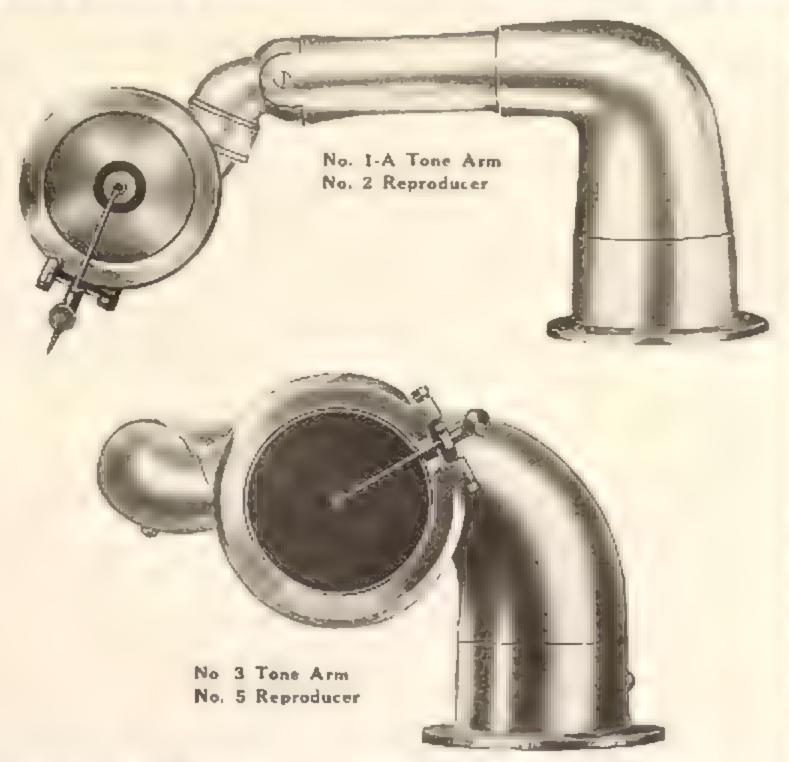
1922 has proved a satisfactory year to most of us in the talking machine trade. Our own October and November business passed all records.

It is our sincere wish that the New Year will bring to you increased business in large measure.

A Mercy Christmas and A Happy New Year

1923

We respectfully solicit your 1923 business. Let us quote you.



Mutual Phono Parts Manufacturing Corp. 149-151 Lafayette Street New York City

The Russell Genr & Machine Co., Ltd., 1209 King St., West, TORONTO, CAN., Exclusive Distributors for Canada and All Other British Possessions

Bagshaw Sets the Standard

There are top-notchers in every line. Bagshaw leads in the manufacture of steel phonograph needles.

In an industry which is constantly menaced by offerings of worthless imitations, it is fortunate that there is one manufacturer whose products are high grade and absolutely dependable.

Over twenty-five years ago Bagshaw made the first phonograph needle in America. It set a standard then that has never been reached by other phonograph needles. Now, as then, Bagshaw leads. Bagshaw products are supreme in their field.

Handle Bagshaw products only. They will keep your customers happy and satisfied, because they play records properly. Bagshaw products are the standard of quality. Cash in on their reputation.

W.H.BAGSHAWCO.

FACTORIES: LOWELL, MASS.

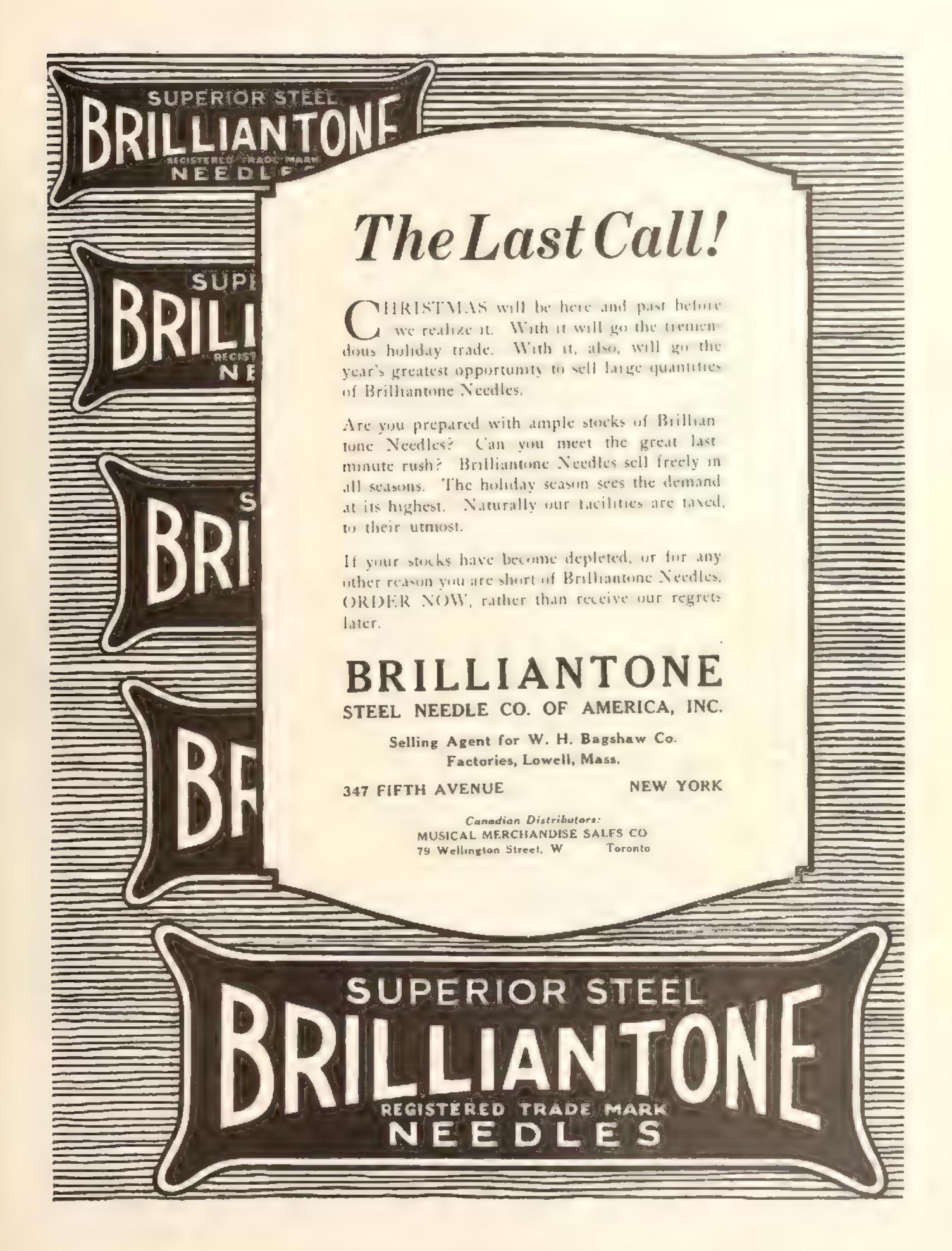
SELLING AGENTS

BRILLIANTONE STEEL NEEDLE CO. OF AMERICA

347 FIFTH AVENUE NEW YORK

SUITE 610

AT 34th STREET



CANTON, O.

Shortage of Machine: Hundreaps Dealers in Supplying Georgia Demaad Console: Lead in Favor

CANTON OF December 4 - Inability to get deand merchandise on time and the tendency on the part of the trick to his now for Christ has are the only two outstanding lindrances to a me, and complete optimistic tone in the cking machine industry of this city. A surces this week his the representative of The World disclosed that a number of the prominent dealers have been handleapped by the tardiness in which talking machines and some supular numbers of resords have been coming si, this largely to the mability of the maintactivers to make debveries. There is not a make or talking machine handled by Canton dealers that is being displayed in complete lines. Congestion of the radroads and the dvent or cold weather is also seriously intertering with the trade, dealers declare,

More people or frequenting music stores nee the first of the month and there is every inheation of a high-holiday business. People want to his and have the money, but are hesitating in doing so because they teel that they may be able to buy at lower prices before thristinas. Dealers say there is no chance for machines to come down in proceand that they are arging their salesmen to stress immediate buying

The console models of all makes of machines are gamany in rayor and although several manutacturers have on display new upright models the console type machines are an greatest distant. It appears that the machine retailing from \$100 to \$150 is doing the log bulk of the business at the time. Higher priced machines

Records which have been moving briskly

only at times now seem to be enjoying a steady demand, as the present month's list gives promise of being among the best in recent years

Edisons Selling Well

Soyember was one of the biggest months of 1922 for the Edison machine, both in the Canton and Massilion stores, officials of the Rham's Ldrson Shop said this week, "People are becoming to look around for Christmas gatts and they all appear to have money," said an official of the contern. He declared that prospects for the Clinstinas trade were even brighter than a year ago. Decided improve ment also is seen at I deson record sales. The Caption store at Cleveland avenue and Third strict, N 37, is undergoing some changes that will give it considerably more thor space. Console models of the Edson priced around \$125 are in special savor, according to Mr. Rutledge, Martinger

Promotes Xmas Advertising Campaign

The Victiola department of the William R. Zollinger Lo, the large department store, has arstituted a Christinas advertising campaign reaturing the room atom of a Christinas Ulinh, which has assembly resulted in the sale of a number of machanes and the list of prospects to more lengths than in routh.

Mr. Pake has been gitting some good publicity through teaturing records of the current month by means of the Magnayox, which protrings through a window on the fifth floor of the store. The records are distinctly heard for several blinks by the through who are striging to and tro in the public square.

Takes on Music Master

the People's Chaining to, which recently moved into its new three-story home at Third street and Market arenne, N, announces that it has taken on the Music Master line of talking machines and will feature same on the main floor of the store. Albert Coyle, manager, will look after the new department. A stock has already been installed and later a separate department with booths for record demonstra-

ILSLEY'S GRAPHITE PHONO SPRING LUBRICANT

Usley's Lubricant makes the Motor make good to prepared in the georet consistency, will not run out, dry up, or become sitely or reneld flamains in the original form indefinitely

Put up in 1, 5, 10, 25 and 50 pound cans for dealers. This labricant is also put up in 4 ource cars to retail at 15 cents each under the trade name of

EUREKA NOISELESS TALKING MACHINE LUBRICANT

ILSLEY-DOUBLEDAY & CO., 229-231 Front St., NewYork

bons will be added to the handsome equipment Blames Manufacturer

Ohio, in an interview this week with The World said that the manufacturer above is to blame for the apathy in the talking machine industry locally. "There are hovers for talking machines, but we have none to show," said Alford "Inst the models in demand are impossible to obtain and when shipments are received they are usually short."

He says the Chency machine has been sellme yers well and that the new upright modcrately peaced model is probably most in deriand at this time. Starr machines also are in good demand and if machines were available. Ultristings husiness would see many of these machines moved.

Local Radio Activities

Local music dealers, who have installed radio departments, have been informed of Radio Week, to be observed December 23 to 30 Dealers here are enthusiastic over the event and say they will lend any support to successfully put the week acros-

Geo. C. Wille Co. Busy

The George C. Wille Co, with stores in Canton and Massillon, is experiencing a big scason in talking machines. Were machines available, sales probably would be greater, but there are many models that are not being shown and consequently there has been a decrease in sales. Short misse sales have been boosted of late by the appearance here of a number of big musical shows. Victor records had a good month in November, and December to date is very encouraging.

Lauder Helps Business

Sir Harry Lander, notable Scotch comedian, appeared at the City Auditorium this week with his company and music dealers say that his coming stimulated the sale of Victor records and also helped sheet music sales. Lander played to an audience of more than 8,000. Several dealers put in special window displays realitizing Lander records.

Holiday Business Starts

The music section of the Klein-Heitelman-Zollars to, large department store, has taken on the aspect of the holiday season and despite the cold weather business has been excellent the past two weeks. Since moving the talking machine department from the fourth to the mezzanne floor, record sales have increased fully one third, officials of the company declare, and the general outlook is decidedly better

Bowers Leaves Smith Co.

Samuel Bowers, who for some months has been identified with the A. R. Smith Piano to, has severed his connection with that firm. The Smith Co-recently closed its Canton store.

Ann high and then work to attain your goal

STYLUS BARS

(Any Style)

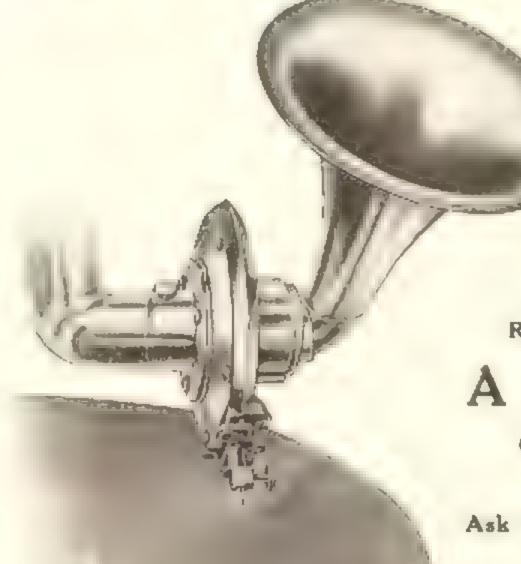
Stylus Bar and Mfg. Co.

Bay Village

OHIO



The TONE AMPLIFIER



The ultimate in sound reproduction, presenting a clarity and volume of tone obtainable in no other sound box.

Price \$ 7.50

Regular Dealers' Discount

A Sure Seller

Can not be Equaled for Dancing.

Ask Your Jobber for Samples and Be Convinced.

(If for Columbia so state)

UNIQUE REPRODUCTION CO., Inc.

32 Union Square

New York
Have Few More Openings.

JOBBERS: Have Few More Openings.
Write Us for Attractive Proposition.



C R JOHNSTONE VICE-PRES, GEN MGR

THE BELL RECORDING CORP,

B_{EST RECORDING}

EXPERIENCED SPECIALISTS

LOUD AND CLEAR

LAST WORD IN QUALITY

Associated With National Metals Depositing Corporation

9 East 47th Street, New York City

We Specialize in Private Recording

and

General Recording for the Phonograph Trade



ADDATONE WELL RECEIVED BY TRADE

Unique Reproductions Corp Receiving Many Orders for New Amplifying Device

The Unique R policy of cong. New York manufactures of an environme device knows of the Anti-on the congress of the environment of the reception as ended it is one, a and cover daying Unders have been provided from growing for the environment of the original form and the substitution of the company has been extremely busy due on the company has been extremely busy due on the past provided takens care of the large number of orders received.

Several relations who have been appointed throughout the ones of deviation is a capability of the awake to its sale- prospections.

JOHN FIRTH & CO. BANKRUPT

Long the second and a second an

MAKES SOME RECORD IN SALES

* II Reservation of 10 the 10

TRADE BOARD TO ENLARGE SCOPE

Increased Budget for the Next Fiscal Year Allows Wider Scope in Enforcing Laws

Was an approved at appropriation of \$955,to the based by the reducal Trade Commission during the next firm, year to entorice
the raws of unfair conjectation, administer the
export Trade Act and to prepare common composits in response to resolutions from Congress and at the direct on of the President

The Federal Trade Conn. ission asked for an appropriation of \$1,000,000, but after a series in content on extile such mentioned above was agreed upon, where I Untotor General Lord and not not be would be such as summend to Congress

Provided the course \$50, 40) norcase over an year's holder will be utilized to employ additional attorneys, comments and accountants. The Commission, the Budget Burrau was to district learning as handsupped by a shortage of trained non-This shortage has operated, our rate discuss This shortage has operated, our rate time Commission state, in delaying attention to applications for relief from the business world. For November 1 the Commission I, \$500 as provided the Commission of the Commission

THE FABLE OF THE FOOLISH MERCHANT

In a common that who true, it be a few all the appropriate to the selection of the selectio

"HAPPY SIX" FEATURED AT CONCERT

Exclusive Columbia Artists Give Concert in Lancaster, Pa.

LANCISCO PA December 5 -- The Keystone Lumature Co., Columbia decler in this city, remen's featured the 'Happy Six," an exclusive Colombia, organization, in a most effective man ner il. s enterprising dealer used considerable executions to advise the public that the "Happy by world give a contest in its store on a ertain day, and as a result of this publicity a capacity andience attended the concert. Incisumfally, a large number of records were sold and the event proved a financial success. As con selection was played by the "Happy Six" Mr. Haton, or the Keystone Furniture Co, an rounced the name so that the audience might be conversant with the identity of the number placed. Mr. Lawrence, dealer service supervisor et the Philadelpina branch of the Columbia was hophone Co., was active in taking case of the many details incidental to the concert

REMODELING BARNETT MUSIC CO.

Base 1-vii a Ose v. Droman 2 = The store of the Brenett Music Co., Brunswick dealer of the cite, is under on a creation. New Booths, a mish research equipment throughout are been in about The rate when consplicted will be very an et cand unque in design and will rank from the frost emotive in the State. C. P. Larie C. man, or anticipates having a formal equal rank in the construction of the construction of the construction of the construction.

Mass Analysia Francish, formerly connected with the sales state of the O. H. Coolidate state, formerly that A. 12 is with a similar position with the United Telland Machine Co., that exc

NATIONAL METALS DEPOSITING CORPORATION

FACTORY

34 East Sidney Ave., Mt. Vernon, N.Y.
Telerhone Oakwood 8815

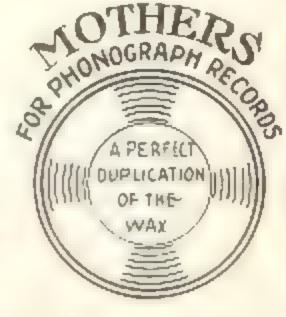
MOUNT VERNON — NEW YORK
MANUFACTURERS OF

9 East 47th St., New York City



FINEST COPPER
IN THE WORLD

FOR YOUR CONVENIENCE DELIVER RECORDED WAX TO OUR LABORATORY



OUR
IMPROVEMENT
ALL STAMPERS
HAVE

HIGHLY POLISHED MACHINED BACKS



A Christmas Greeting To All Our Friends



sincere appreciation to all our friends on our eighth anniversary.

Eight years ago this Christmas we entered this field in a very small way. Today we are proud to be recognized as a national organization.

We feel that our growth is, in a large measure, due to your splendid co-operation. We sincerely appreciate your whole-hearted support and wish you all A Very Merry Christmas and A Happy and Prosperous New Year.

(Mollemm -



General Phonograph Corporation
25 West 45th Street, New York

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THE TWIN CITIES

New Exclusive Somora Shop Opens in St. Paul Retailers in Vavious Lines Emposing Excellent Business -Freight Embargoes Hurt

MINNEABOLIS and No PACE, MINN, December 6-An exclusive Sonora shop was opened last week in St. Paul by W. J. Sn. pson and Janacs. Meade, two of the best known phonograph arenin the State capital. The new emporing is located at 20 West Sixth street, in our or the busiest districts here

Sonora Activities

Sonora sales have broadened greatly own a to the activities of J. h. Date, spr. al representative of the Docts-Andrews Doct Co. Aorthwestern Schora distributor. An institutu lowa has been added to the company's 'comtory mainly through the choese of Mr. Date

A new account is that of Cassel. Middleton, or Marshall, Minn, who has opened a music liouse in that city and will readure the Sonoral line.

A. W. Hunt, the leading music merchant at Patte and a bonora cuthusiast, has plessed an Itahan renaissance Dr. Luxe period model Sonora in his home, where it get the adnuration of all visitors.

Edison Business Grows

The always popular Edisons retain their position in the Northwest, as evidenced by the growth of business with Laurence H Lucket, Northwestern distributor Dakota business has developed much better than had here expected in view or the pessionistic reports from the prophets. The local sales of lifeme in the shops of St. Paul and Municipous are nightly satisfactory and are reported to be far alread

of ast year's totals. Console models reign as a contes with the more discriminating buyers

Pathe Sales Gain

We are just rolling them out now, ' said Manage Shares, of the Paths department of to Sommers & Co., Northwestern distributor or Pathe phones, aplicand records, in describe my the course of business in his department "Our Munic-ola business has been une, Montana business has improved greatly, but we are not very active with reference to the Dakotas."

Slow Deliveries Cause Trouble

breight endurgoes are playing the very desice with the Victoria department of W Dyer & Bro Four variously of maclanes have been held up on delivery and customers are camoring for the materine as which they have ordered. Ocorge A. Mairs is at his wit's end to pacify and placate his numerous patronfaroughout the Northwell, who har that they will lose out

Eugene F O'Neill Resigns to Rest

Eugene F O Neil, one of the best known talking nachine mere in the world, as his operations have extended from Boston to Japan and China, has severed his connection with the Regionth O Neill Co. He will rest in Cabforma for the Winter before engaging again in active husiness.

Vocalions in Demand

Shortage of the popular \$125 and \$160 Vocasions is reported by Manager Minison, or the Stone Pianu to, Northwestern distributer or in rapidly, roward line With the Vocabout Red Records Inc Vocation Incomakes a the bursher combination that takes well with the rough masse merchant

Fine Brunswick Business

Edward f. Kern, director of the Libraryeck Bathe Collenger to for the Northwest, states that marly all the nationants received go out about as some as they come. Not having to depend upon the best for instrument. Mr. Kern has been able to obtain regular deliveries in carload lots. Consule types lead the gan in popularity at this time,

The exclusive Brain with concert sale but on in St. Paul by Cardozo was a fine success, attracting general affection by its novelty and giving the Brunswick instruments additional prestige in the State capital.

NEW POST FOR CHAS. H. TRACY

Resigns From Aenlian Co. to Become General Manager of Knabe Studios, Baltimore

Charles H Tracy, for the paist six years connected with the wholesale Vocation department of the Acolian Co in charge of the sales staff, resigned that position early this month to become general manager of the recently opened Knabe Studios at 309 North Charles street, Baltanne Mr Tracy has had long expresence in the piano field and having some years a, o sold knahe planos in baltimore is well fitted to fill his new post in that city,

Mr Tracy on leaving the Acolian Co. carries with him the best wishes or his associates and the company's ofocials and himself expressed regret that he found it necessary to sever such pleasant relationships

bear to an enemy or progress and success,

T this time of the year when a spirit of good will and good fellow ship predominates, we consider it only fitting that we thank the trade for their support and patronage during 1922 and express the wish that 1923 will bring unlimited happiness and prosperity.

"Empire" is closing the best year in its history and Empire tone arms, sound boxes and attachments have won many new friends and additional prestige during 1922. For this tangible indication of the industry's recognition of Empire quality, we are deeply appreciative.

EMPIRE PHONO PARTS, CO.

W. J. McNAMARA, President

1362 East Third Street

CLEVELAND, OHIO





INTRODUCES THE WORLD RECORD

Hon Noel Pemberton Billing of the World Record, Lt i London Eng., Plans to Interest American Capital in New Record

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and we county to expect that the American caches are a culturated and culturated and

TO FIND DUTY ON RECORD HOLDERS

Government to Appeal Decision of General Appraisers Fixing Duty on Paper Containers for Talking Machine Records at 15 Per Cent

Property of a Property of the Artist Strate of the Assistant Artistant Seniora at New York to be an appeal with the United States Court or present at the description of the description of the Line of States Pened of General Appealates when a the board of Librar certain Krait paper to be, to a consist a temployed at machine pater of the certain the court of the certain the certai

F. N. WYATT ENTERS NEW FIELD

The second of th

BIG ORDER FOR CABINETS

Wahash Cabinet Co. to Make \$1,000,000 Worth of Cabinets for Eastern Concern

Waster Iso, December 5—hollowing negotrations covering several months, officials of the Wabash Cabinet Cor reported that they have received a contract for \$1,000,000 worth of new model talking machines from a company in the Last.

At present the Wabash Cabinet Co. is working on a large order for the Fastern concern. This order soon will be filled, however, and work will have been started on the new order. The contract calls for the delivery of several thousand machines each month. The cabinets will be made at the local plant and the machines assembled here, with practically a car load a day shipped direct to retailers.

I F Vaughn, president of the cabinet company, announced that the firm is completing the purchase of thousands of dollars of lumber senect, which will be used for the cabinets. The motors and other supplies for the machines will be supplied from the phonograph factors.

OKEH RECORD IN DAILIES

Shop, of this city, recently featured the Okeh eighing record to excillent advantage and under the heading of 'Keeping Up Spirits,' in the "Town Talk column or the Detroit Yews, there appeared the following article Ha, ha ha, ha he, he he, ho, ho, ho "Expositive haulter, amountained, and endiese, is sues in a perpetual stream from a horn at tached to the exterior or a Jefferson avenue misic shop. The much is carried and is run of from a pton excited to the property of the first and in the first and the carried and is run of from a pton excited to handle, too "



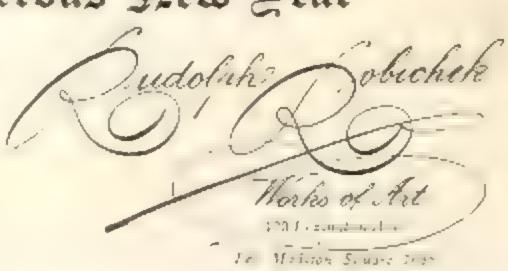
WE EXTEND TO ALL OUR SINCERE WISH FOR

and A Joyous Christmas A Prosperous New Pear

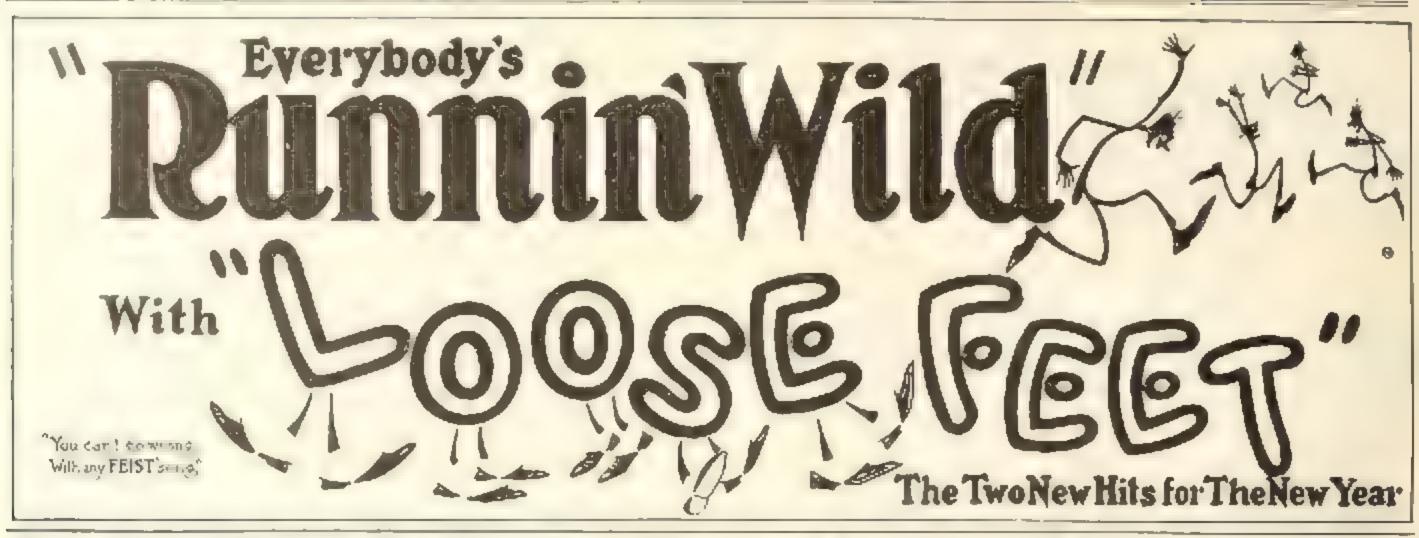
Artistic Decorative Work by Expert Artists

Write Us for Prices

120-122 Lexington Avenue NEW YORK CITY







NEWORLEANS

Dealers Prepare for Record-breaking Holiday Business -- Shortage of Machines the Only Cloud on the Horizon - Month's News

NEW ORIENNS, I.A. December 4 - The little teld snap of the past week has falled the downtown shopping district, packed the aisles of the masse stores and departments and has loven a tone of encouragement to business, which, during the month of November, according to most reports, was not up to normal. Shortages are already being felt by the Johbins and whole salers of talking machines, though most of the retailers, at least in the city, are well stocked and are prepared for a record breaking season. Christmas displays are already occupying half and full page ads in all papers. I wo of the papers are getting out special cilcions for the shoppers, telling them just where they can bet what they are looking for It is understood that the talking machine trade fills a number of pages in each one of these editions

Edison Consoles Scarce

A shortage in console models as also holding the Edison dealers in check. The new London models and the \$350 Chippendale model arranded as tast as they can be shipped from the factory. November business was double the October business, according to one of the officials. Dealers from all sections have increased their orders for both records and maclanis.

Record Sales the Feature

Record sales seemed to be the feature in the Victor dealers' November Inspace. The modernoonth release on November 18 was a creat stimulus to trade, according to John A. Horbenz, Victor manager of Philip Werlen, particularly the record, "I. Wesh I. Could Slammy Like My Sister Kate," a sone written by a local neuro orche-tra leader. That seemed to have broken all records here and it is in

ported that even old 'blase' New York has taken up the air placed by "The Virginians"

Mr. Hothensz reports that he is said out on the No. 210 and No. 250 models, the two new flat top consoles. An for dealers are also fooking torward to the appearance of the "Famous Victor Lacht," who will play here for the first time on January 18.

A Columbia Sales Conference

The district sales conference of the Councilla Caaphophone Co. was held here district that past month and was attended by above on true the Atlanta and Dallas districts. Robert Porter, mild sales manager, was on hand, and spoke to the men on "Sales Plans". A dennite and mutorin sales plan was worked out at the conference.

R. R. Sparrow, manager of the Southerf district, announced a new agent at 1 scabeth, that the Edizabeth Mirrantile Co. The Columbia agent at Monroe, Lat, the Monroe Liberture Co., has just laid plans for a big sales campaign. Mso the Jones C Neil Furnature Co., in Beaumont, has started on a big compage Lwentz seven floors and dollars has been set aside for advertising, honners and prizes to the best sale-men. The C'Neil Co had a large and exclusive disclas at the South Last Texas bur which started oft the Columbia in Hart territory.

Mr. Sparrow has just returned from a trip through Mississippi and reports business at laction and Vicasburg good, but at Meridian subnormal. In the Southern district, however, said Mr. Sparrow, sales are lauted only by a shortage of stock.

New Edison Agencies

The whole-all department of the Edwon Co

announces two new agencies, the Munholland Danwitz Furniture Co., at Monroe, La., and W. C. Mann at Houston, Jevas W. W. Twigg, manager of the department, is away in the Listein territory on business.

Among the visitors at the Edison office this past week were A. H. Jones, dealer at Mc-tomb City, La, and H. B. McInnis, Lumberton, Mr-s.

At the Harris Loeb Piano Co, the Brunswork talking machine has been holding its own with the rest. An increase in business has been noted within the past two weeks. Record sales have been satisfactory

Special Room for School Children

The D. H. Holmes Co has fitted out a room for school cirildren and teachers where they may come and play the Columbia educational records. The yearly memory contests that are held in the public schools have made this a year popular place.

Manager Riche, or the talking machine department of Holmes, reports a good business Voltan-Vocalium machines have been fair sellers, as have the Columbia Record sales have been very good

"It looks as though the Christmas season has begun at last," was the comment of Ralph Young, sales manager of the Victrola department at Grunewald's "And though buyers were very late in starting, it appears as though it is going to be a banner season."

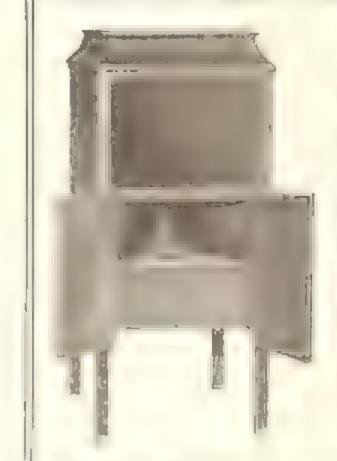
While November was better than October at Maison Blanche, business still seems to be off, according to I D Moore, sales manager. He is preparing to line them to Maison Blanche, however, during the next month with page and half-page ads.

The one bright feature about the music business at Maison Blanche has been the record business. "Red Seal records have been going like hot cakes," said Mr. Moore. On the other hand, a dark spot in the department is the loss of Miss Finnice Hardy. She is to be married in the early part of December. Mr. Moore regrets losing her as she was one of the most competent, efficient and reliable salesladies in the department.

A Strong Werlein Campaign

Philip Werlem, I td., are waging their Christ-mas advertising comparen in newspapers, street cars and hillboards. They have adopted the slogan: "Ask Santa Claus to bring you a Victiola". Mr. Rosenhaum says that the high class \$350 machines have been very excellent sellers, and along with them the Red Seal records. Mr. Rosenhaum has laid in a good stock of machines and does not expect to run short until the end of the season. The portable and \$100 machines are already being bought for Christmas presents.

Manager frank Allen, at Dwyer's, has also been entirel to lay in a good stock of machines and be does not anticipate being worried by shortages. December, said Mr Allen, is always the big month at Dwyer's, and every man is in training for a big month.

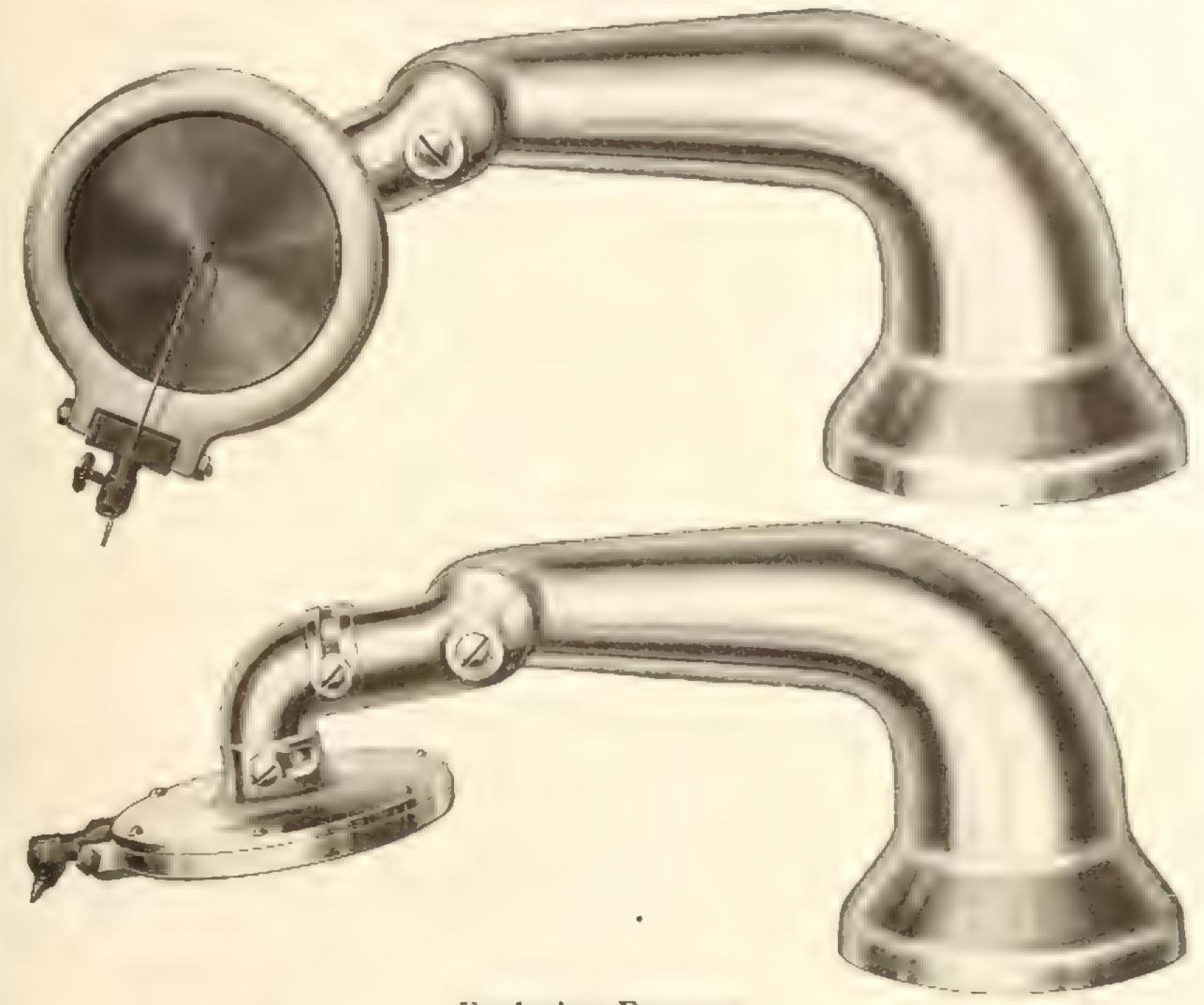


RADIO CABINETS

Especially suitable to completely and conveniently house radio sets. Furnished in Mahogany or Oak; with or without horn, casters or Formica panel. Size 43 inches high, 18 wide, 22 deep. Full details and prices on request.

CURTIS N. ANDREWS
BUFFALO, N. Y.

Another New Jewel Creation The Jewel Tone Arm No. 4





Shows reproducer thrown back on tone arm in Edison position.

Exclusive Features

Plays Edison and Pathe Records in actual Edison position and with a fibre needle.

Made in 8½", 9½", 10½". When thrown back on tone arm in Edison position, the reproducer lies flat, so dome cannot touch it when closed.

Finished in nickel or gold plate.

Note: Handsome Bell Base without flange showing.





Equipped with or without Mute; Mica or Nom y Ka Diaphragm.

150-160 Whiting Street

CHICAGO, U.S.A.

SAN FRANCISCO

Se out Inaua' Moste Week Goes Over Strong-Talking Machine Dealers Play Important Part-Place Large Holiday Orders

The West Was was held in Statement New Was was held in Statement New Was a was held in Statement New Was a statement of the property of the modern possession in the property of the statement of

Many in the depler- rate andread grands in

carload lots or the bolidays. The local whole side distributors is a that not for years has there been manufaction on the trade. The purchasing power or the proper bas profiteable become reconstructed now and there is no reason to lear earrying ample specks or standard merchandise.

Finals of Music Memory Contest

The finals of the San Francisco Memors contest were held at Locw's Warfield Theatre on Saturday, November 18, and sixty children made perfect scores, a most remarkable showing. One of the perfect scores was made by a pulse school pupil only ten years of age. Two Victorias and a Duo Vit piano, furnished

by Sherman, Clay & Co. were not in the final tests. Miss Donazela Cruss who represented the talking machine dealers in the Memory Contest, is lecturing this week, two e a day, in the Oakland public schools for the purpose of preparing the pupils to understand the numbers which will be played by the San Francisco Symphony Orchestra at a special cini-dren's concert which will be given in Oakland shortly.

Meeting of School Superintendents

The county school supernitendines, the district supermitendents and the more supercusors of the State all are holding concention, at the Hotel Oakland, Oakland, Call, this week and one of the principal speakers in behalf of inuscal education is Mrs. R. F. Greenwood, of the educational department of Sherman, Cay & Co.

Health Records Are Popular

Robert M. Bird, wholesale manager of the talking machine department of Sherman, Clay & Co., reports a ost satisfactory results from the distribution of a new colored poster calling attention to the V ctor Health Records. The demand for these health records continues to grow rapidly, a fact which would seem to indicate that music is a valuable stimulus to physical development.

Business Best in Years

This Wee & Co say business in the last sixty days has been the heat in years with the least. Victor goods are in splended derivand and they have done exceptionally well with the new Hallet & Dayis phonegraphs, espendity on the considertapies.

Period and Console Types in Demand

Manager Compton, of the Phonograph Shop, says sevents five per cent of the cell is for mallones of the remot and console type of Sonora machines. The flat top machine seems to next the major of all classes or enstoners.

The California Phonocerash Co., Sin Frincisco, is one of the late totalking madeline houses to take on the Sonora line

Den R. S. ott. in tracer of the phonograph department of the Nothan-Dobrmann Co., says that the customers of this store call almost exclusively for flat-top machines. He sees no possibility of the demand for his, records wanting in the near fature.

Fine New Wurlitzer Department

The new ground-floor talking machine decertinent of the Wordstor Co. is a mirror of outsite executive and practical convenience. Form facility for hardling electroners efficiently has been perfected. The quick-sale or selfselling feature will mean a decided increase in the volume of record sales. The record booths and demonstration mouss are all decorated in French eray and the show windows are most luxurious and disnified being of a modified French design

Takes On Brunswick Line

The Rights's News and College of the largest house turnishing one cars in the city, at Mission and Seventeenth streets has taken on the Prunswick has of phenomenahs and records

More Columbia Dealers

P. S. Kantzier, in a later of the San Francisco beauch of the Columbia Graph ephone Columbia instruction on a business boostize trip through the Sacramer to Valley. He is no st optimistic for the bolidays. An one the new Columbia dealers reported and the Redeall Pieno Columbia turlo k, and the Dieta Dina Store, Manteca

Columbia records to ording the marvelous code placing of Toscha Schol the voining Rustian virtues who is making a great runtal time of the country are in time depend since the astrat's receipt since only concert in San Francis of

Victor Co. President a Visitor

If R Johnson, president of the Victor Talk-ing Machine Common was a victor in San Prancisco this month and control to attentions shower him one of a cost or jovable was a banquet tend red lands. Long Donglass at the Behemian Clab. Machinet dide quests were present

BANNER 50C RECORDS

75c quality for 50c? How is it possible?

Both dealers and the public who have played BANNER 50c RECORDS often wonder at the 50c price.

How is it possible? A logical explanation—rapid turnover, plus a wide elimination of jobbers' profits and superfluous overhead—manufacturer direct to dealer.

It is the natural outcome of the consumer demand for reduced price, but with a maintenance of the finest 75c record quality.

That's important. BANNER gives you a 75c record quality.

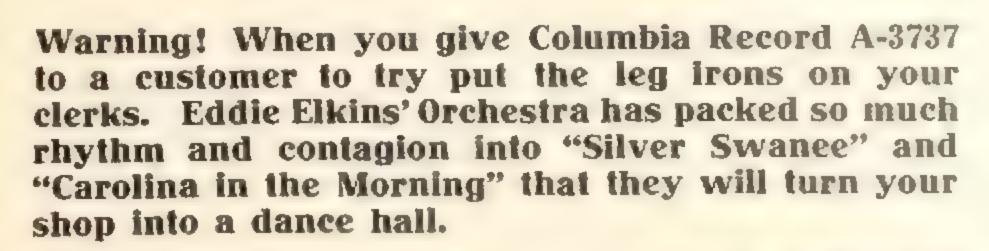
That is why it is producing remarkable results for hundreds of dealers. Their turnover is rapid. Their profits are assured.

We shall be glad to discuss with you our exclusive dealer proposition

PLAZA MUSIC COMPANY

18 West 20th Street

NEW YORK



Columbia Graphophone Co.
NEW YORK



At present there is somewhat of a shortage of Fischer phonographs in this territory, says I. F. Goelzhu, the local distributor. He expects, however, to have a carload of nachines in this week. The demand for Marvel record-has been heavy of late.

A Visitor From India

William Laucater, or Misqueth, I td. Rangoon, India, has been consuming in San Francisco for some week-studying American business methods. Hes arm is one of the largest phonograph converus in the Oment.

Quarters Are Remodeled

The Unistophe Music Store, 2300 Mission street, San Francisco, has been enlarged and remodeled in order to provide for a better display of talking machine merchandise. The concern is a successful Sonora agency in the Mission district.

VAN VEEN EQUIPMENT IN NEW STORE

New Remick Establishment Has Handsome Interior and Exterior—Brunswick Products Featured—Formal Opening Attracts Crowds

Jerume H Reinlick & Co opened official's last week its new store at 2555 Broadwin New York Iny, which ranks among the most modern and attractive music shops in the car-The entire equipment, both interior, window and entrance, was installed by Van Vice & Co. Inc. New York Cits Recorses of my bearing rooms approximating six not by nontest each mesize, twenty five feet or sheet min-to racks and a twenty-five foot counter, showcasts for inustial instruments and also record tacks of substantial capacity. The entire nativior treatment is in a two tone effect, give and white, and includes wain-cotony. The itstallafrom also called for a more from and wandow cop pricat, the wind or nice urin. twenty seet saids by sixteen feet deep. The window interior was attractively constructed of highly figured walnut, given, a remarkable ruli appearance. The vest bule has a do not reduce effect and is constructed or brown studio and walnut. The opening aftra ted mana visiturs. The Branswick lane of phonographs and records is carried

UNIT CO. FAVORS DEALERS

An example of the fair deal policy which barbeen held paramount by the Unit Construction to in its dealings is found in the recent procedection announcement. An increase in price effective December 15, was announced in a recent trade letter. This announcement payer Unico customers a six weeks opportunity to secure 1922 prices on Unico equipment. This price protection has been extended on a libert plan, which is of anishal server to the dealer.

The Eight Famous Victor Artists recently appeared in Milford, Mass, at a consert under the auspices of Reynold's Music Store

A. H. CURRY ON VISIT TO DALLAS

Vice-president of Phonograph Division of Thomas A Edison Inc., Visits Former Home

A II there, are president in along or the plantomaph divises of them. A follow, hus, indead to be true to be a true to be to b

VISITORS TO EDISON LABORATORIES

Among the recent of the Fed of Inhomatories at Change N 1, were M M Blackman, or the Edickman Calleng Machine Co. Kansas C., and Fred Keenes and b. H. Silliman, or Parder, Ellimberger Co., Buston

APPOINTED CITY TICKET OFFICE

Landau's of Wilkes-Barre Pa Adds to Its Activities-Many Visitors Attracted by Its Central Location and Excellent Facilities

must red cache con not a considerable have a considerable to the advance of the considerable to the c

htelia hisaring a chair ship



When You Know This Price—You'll Act!

When but we can assure you that it will surprise you have a full to will brong you the pipe a four heart it in a season you know a found of the pipe a four heart it in any a velocity of the pipe and heart it in any a specific for any angles. Spring hours, swing have dealers in proceed the extra heart dealers for the pipe and the fourth have a specific to a control of the season process to rested he extent that a season process to rested he extent that the extent process to rested the extent of the extent process and the extent of the extent o

The Udell Works

Twenty-eighth Street and Barnes Avenue, Indianapolis

We Congratulate Jewett Dealers

As the year 1922—by far the most prosperous in our history—draws to a close, we take pleasure in publicly congratulating Jewett dealers and distributors on what we know has been for them also a highly successful season.

Our 1922 production, totaling an increase of more than 150% over last year's, is now, except for current stock, in the hands of the public.

We acknowledge the obligation under which we rest toward the great host of Jewett Dealers and Distributors who contributed to this gratifying achievement, and we pledge ourselves to a continuance of the basic Jewett policies which made it possible.

We will continue to put into Jewett Radio and Phonographs the same merits of modern design and painstaking workmanship which make them today "The Finest Reproductive Equipment Money Can Buy," and therefore an adequate medium for skilled and conscientious salesmanship.

JEWETT RADIO & PHONOGRAPH COMPANY

DETROIT, MICHIGAN

STEWART SALES COMPANY, 18 W. Georgia Street
INDIANAPOLIS, INDIANA
Distributors for Indiana and Kentucky



RADIO AND PHONOGRAPHS

COHEN & HUGHES STAFF CHANGES

Leslie Lore Succeeds F. S. Harris Retired, as Manager in Washington Other Additions to Staffs in Baltimore and Washington

Burrmose, Me, Decree 2.4. Cohen & Heches, Inc., Victor distributor, with head junctices a this city and Washinston, O. v. Tres also execut several important changes in the 15th of the creanization in both cities.

F. S. Harris, who has been, for many years, manager or the Wash naton house, tendered his resignation in order to richards in the retainance his message has been as to depth submit adjuguing the laptification of the who was formerly assessed to Mi. Hour will be ceed him as manager.

James A. Stefford Councile in that elect the Victor Idea Shop in Sander, N. I. Iconomic? the Culica & Hughes occurrent toma and some sales manager in Walmington. Mr. Sander I has had wide marchandes as a victor of

The Paint on at B are in the could through the appointment of Jone Robinson to the sales or smize from Mr. Robinson a site experienced talking machine man having a cut two years easiers the Vacabor to both and Edward or country to be.

In January Willer Son will as for the important post of sless to record of the examination with leading to similar behaviour. Mr. Son is also therought a special of side will quite find for in new denses the single tolid as his staff will be still further and ented by the first of the year.

A harge public to the heart of the real whach will redound to the heart of the feature while will redound to the heart of the feature and many other sales let on the other have also been prepared. A many other sales let on the other have also been prepared. A many other hadred.

this of Attachy folds, as he products as part to present the product of the part of a part of the part of a part of the part o

FORMAL OPENING IN FT. WAYNE

Duesler Phonograph Shop Now Has Most At tractive Quarters in That City

The bound's Shep, it 200 Mars legs over the bound's Shep, it 200 Mars legs over the other with a large of the other calls and Sound of the first died to form I opening of the first died of particle declaration the object which is the collection of the bound of the first of the legs and Bensews & Thomas in the case of the first of the second of the calls and the collection of the case of the second of the case o

Harlons of the enps to bell troud he and reduce and the ned out, new booth in the education at templatic consider and part around distribute and the education had been allowed as the education had been allowed by the education of the education to the education to the education of the education to the education

BIG DEMAND FOR UDELL CABINETS

Indianapolis Plant Rushed With Orders During the Past Ninety Days

The Coled West of Colors of Actions of the Coled Colors of the Colors of

TWO NEW SONORA AGENCIES

Baldwin Plano Co. Chicago. Appointed in ca. Dealer-Join Church Co. Continual Alaz. Takes on Schola Line-Bach Line I in

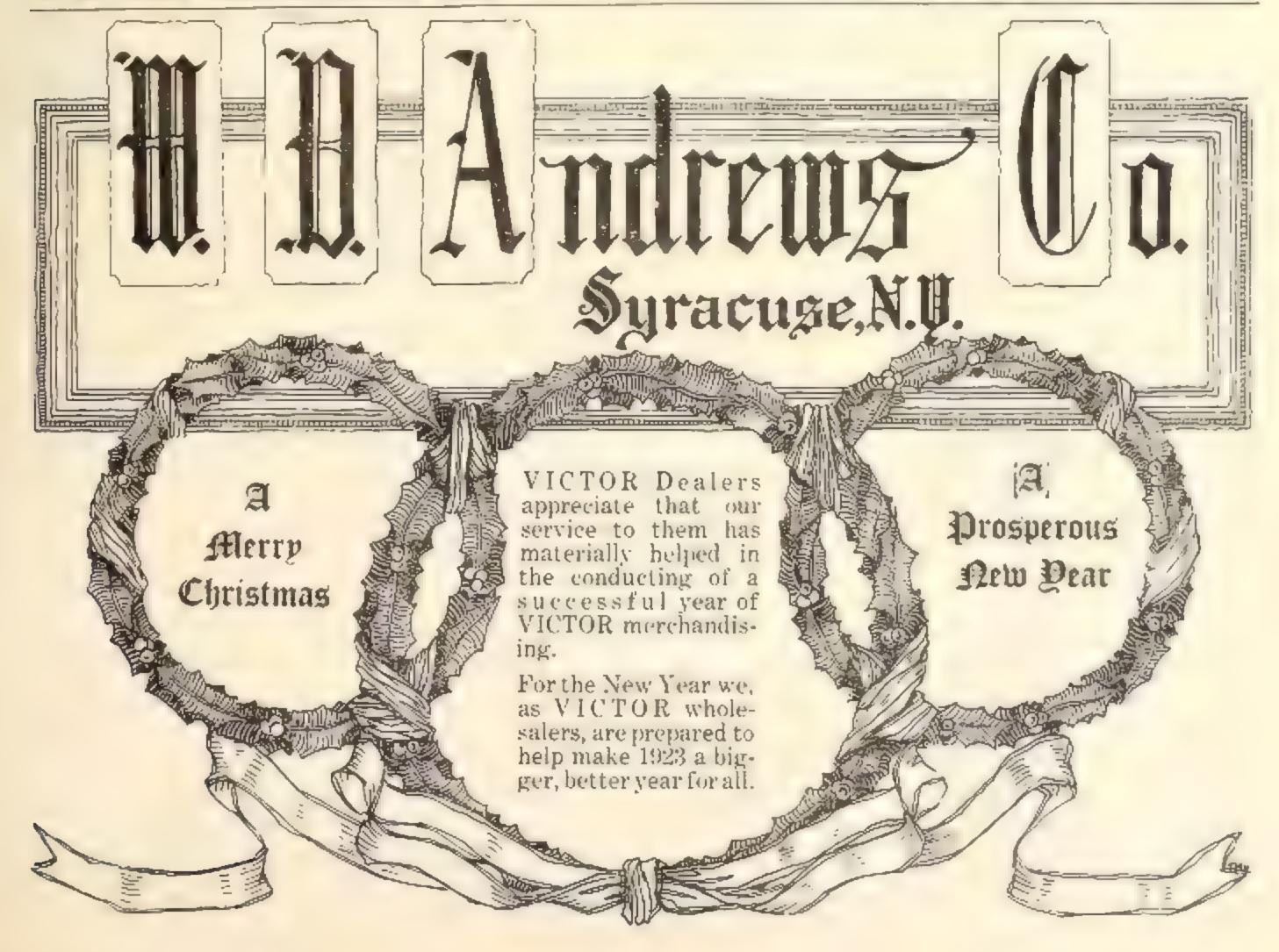
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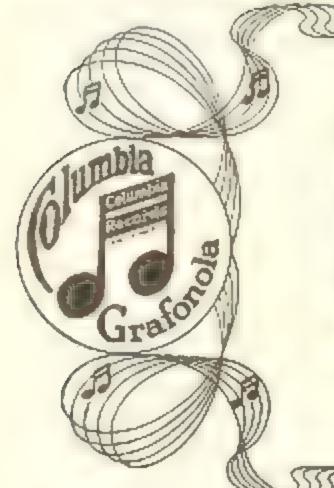
RECORDS WELL-KNOWN HYMNS

Columbia Co. Announces Two Popular Chi stran Science Hymns-Miss Nevada Van Dei Veer, Nationally Known Soloist, the Artist

The Columbia temphophopic to an error processed that the Nevida Van Der Verrande that the Nevida Van Der Verrande the temphopia is sold to add to one of the the sold to the three temphopia is the first and the temphopia is the first three temphopia is the three temphopia in the temphopia in the temphopia is the three temphopia in the tempho

The C. O. Herr Classers a Parlors, 1994 Level avenue Statth, Wesh, have added the Vector's end have





"75% of buying is done through the eye." Make Columbia Records look like Christmas and they will sell faster. Use Columbia Christmas Gift Envelopes—three cents each. At your Columbia Branch.

> Columbia Graphophone Co-NEW YORK

D E N V E R

Holiday Demant Making Itself Felt Expect Machine Shortage -Freight Delaye Hurt Business

District of the first Liberty for his re leafer of to be a the he day trade marden to make here. As usual, De cooker to always a free trenth, but some worre is expresent that the repaired number of machine will not be here by the arrival of Peccenber 2 In best to keep up with the decisid at the thoughout and one treasure hypmends are causes for the worry for a mether of the to I dead the month of Sociobic wint भारती मा भिर्म के एक देखा है के साथ अपन of the state input by the first distribution of the to the telebore

Little Things Oft Attract

When Russell Gate Severath street dear in the Program of, and Columbia phone, raphy, wanted to call the attention of the passers has to the fact that by paying one dollar down they could buy one of the phone tophs he harder the trac placed a resolving dec or de or - inder whali reposed a stollar be sent up of which a sent tell ball series officer as after in its revolutions. Actual

business could be traced to this window trim Unite a few materines were sold during the month to be delivered threems. Records lacce picked up in volume of sales and one Dang that has brought people into the store are large sign cards in the window calculates traition for entar special puridier

Business Picking Up on Broadway

Here is the houses on Projidway, the boil ing his mess, treet in South Denger, report his new picking up. The Ness Music Co. at 65 Somb Broadway, reports the Sonora as caning ground daily in Density sales. The conparty handles the Surrota as its main line, but also has the Columbia - The Carl Schultz Piano to an South Broadway, reports business with the I dison and Starr & latter, not for Nevent but However, Mr Schultz is looleng for a nor bearing trade

Buys Own Building

the La ray & Johnson Music Co. Let Inc. or basing its rest bonded and hought a bittle U South Broodway to 64 South Broadway He building was rup pletely remodeled and is a deenled's attractive masse house for South Dencer Resides the main sales and show room, where Victrolas and pranos are displayed, there sir four well mine and demonstration booths tor the Victoria and a farge specient actional pen of Action of the loss partiell required contains to some the orbitics

ones handled are those made by Behr Bros-Business has opened up in fine shape in the my location of window machine, electrically operated, pours forth music that he who runs that lear and as the store is open evenings than come in at that him, altracted by the window maylem riusic, and as a result many treads are sold Mrs. Helen Witwer is the capable follows machine demonstrator and is a claire or the record department

Reports Two Good Months

 A Delzell, manager of the Columbia Stores Co., wholesale distributors for the Colur, bia temronola in Colorado and other Westen States, reports October and November as two good months with a large volume of business. Dealers who autropated a big December will have a big volume of sales to record when the end of December comes. Shipments were pretty well cleaned up the latter part of Octaber. "There has been a tremendous increase in the sale of records and these are coming or mirsts use, in come should a work as a from through in fine shape, said Mr. Delzell. The New Process record, anoh-ling surface noises, has made a list and Mr. Delzell has a pile of letters on las desk from dealers throughout the territory telling of the increased sales since the New Process record had been received The Andrews Music Co., of Trinidad, Col., hahold a big campa on for the sale of Columbia machines. The stock was suld out and the company had to place my order- through the Denver wholesale bon o

Hitting On All Four

H. W. Sanders, manager of the falling maclinic department or the Henrer Music Co, is unner pleased with the business done during the grouph of November He handles four makes, the Victor, Sonora, Columbia and brunswick, and in the sale of these instruments be moly in Last been fatting on all four Iwa Levored Sonor, models are the Marquette and the Orecan Aims, co. Mr. Sanders

Shipments Very Slow Norman D. Laarp, buyer for the Filison departiners, whole-ale and retail, of the Denser Dry Goods Cu, says November business has talken oft in less tegritors and that the month's business and not equal that of October Slow trought sluparents make promises for the delivery of machines for the holidays a precarious business. The populatity of the new console models put out by the I doson Co. has -wan jed the factories. A change is noted over last year's business in that people either want to buy a \$100 phono, raph or a real expensive andel, there apparently being no happy we dium. The one spot in this territory where they are dom'r business and a lot of it is Casper, Wyo, the Edison dealer there report ing a tremendous business. Northern Colorado. tarmers, where crops were destroyed by had this Fall, are not largin many reachines and of New Mexico business is qual In Henrica viologado Spanics, Therango and Transad Ensi ness is on the nervee the Hausman Druclo which formerly handled another agency,





has discontinued it and has become thoroughly Edisonized, taking over the Edison agency for Trimdad, which was formerly held by the Irindad furniture to

Little Bit Ahead

Business for November was a little betalead of November, 1921, says I H. Henryson, not ager of the phonomaph department of the charles I Wells vo. Has as a no, he says, to the better it, altes to build the trade, the department being in its new quarters on the lower floor with superconstruction purposes. Larger nature outs seem to be zone, well. The Briefswick and Victor machines are transled and a special drive has been made on the "York," per out by the Britishness Co. The new beautiful turn at Cooper, Wyo, is done a good business.

Club Plan Brings Results

H. V. Himtoch, hence Cr. of the Aschulace partment of the Knight Campbell Music Co., sixs the Christmas club plan has gone over high

Some very good-sized deals have been consurfacted, a period model at \$750 having been sold this week with many flat top models or der d. It is hard to keep in stock the record. "Three o's lock in the Morisons," on heavy of the denand for this mumber.

November Best Ever

"The best November we have ever had," sayI H Blinn, manager of the phonograph department of the Baldwin Piano Co. He hatures to back up has statement in his sales
or Columbias and Sonoras, with Sonoras leadnu, the period models hemz the most tayou d
type. The sale of records has also gone her,
says Mr. Blino.

The Place to Sell

Oscar Trazier, manager of the falking mach be department of the Darrow Music Co., helicies the store is the place to sell the material and not in the known that other words he does not have salesment and make a housesto-house canvass for business. He he

heres in spending money in newspaper advertising and bringing people into the store in that way. At present a big campaign is being successfully prosecuted by the company through the new paper. At the little of the diporterior black the diporterior black the diporterior black the diporterior black to the diporterior black the diporterior black to the diporterior black

The Somora Wasie Co. or Wei an Street annique to a corol hole beyon to a construct sales.

Miss Nell Lea, General and a sheet ray as deported in a disk with the consumption and sheet and season abundoned, has taken a trood or a season the Chaples L. West May the season probability as propulation.

NYACCO SALES INCREASING

Max Willinger Makes Optimistic Business Report—Manufacturers Making Important Plans and Placing Orders for New Year

Max Waller or, product of a New York Allum & Card Co. New York 1 hape 1 that the derivide as X and allere is not John all section of the bury time bet decless and main factors. Mr. W. = er ce reasty returned from a first harm to the sold" West, calling upon a member of the m dance granufactive is to but the equipment. It is encouraged to be a re-Mr. William r foread many in r r greet exparties for a business and state a grapolistion in 1935. He as 9555 substructor by an according to the control Tauthuliters tilm all comments a New constitution of the form Tantač jim laci i i i ni te i i i i are leaser

Mr. We recovered to a 25 per a laboration that the same as the first per a critical beautiful that the same as a same as that the same as a same as that the same as a same as a

HARRY A. BEACH OPTIMISTIC

Harry A. Peach vertic derivative of the Construction Co. Las have a construction of the New York City of the construction of the Section of the Land, constructed as a construction of and for report as a formal of the first foreward of the Construction of the State of the Construction o

A David Clark Company of the response of the r





BUFFAL

The Folume of Business Surprises Even Most Optimistic - Artists Help Record Sales Recent Notes

B' MALO, N. Y., December 4. Christmas ousiness that exceeds the mondest expectations of the optimists is now assured to the falling machine trade of Entalo and western New York. Holday bayers card carly and in large numbers and Caristmas eve we, and the great majority of retailers in this district with the smallest stocks which they have had in many, many months. Three months also no dealer in the district would have ventured to predict business on the scale which developed late in November and carry in December. An attrtude of possinestic appreheasing governor to a real battle for in almost this is true of practically all the send of lines. Many pinchasers, unable to indignit what they wanted in one line, writto other stores and after a little shotping found sor other to their ilease Out of the shortan of astromer to has developed a general prosperity that produces to make it a real perior to settle- for the trade in Buffalo and vien its

Shortage of Victor Machines

C. N. Andrews, Victor whose-der here, declairs business las concair beyond the list expertations of the trade of treal superints of instruments were distributed a rapidly as imitwere received and three was a better supply or all goolets than his been especied, but still not enough to react the line demand that deseloped after November 15. A sember shortage is reported by the Latt to La in M. have Co. In for whole aler, which alone is an extensive business in this territory

Anniversary Ads Result in Sales

Charles Hottener, or the Hellman Plano Co., Sonora and Bitti work dealer, as critis relebrated the twentecth amore ary or the bon a An anniver-ary advertism, with it was in stituted which to date has resulted in many while or has one by the or product only

Columbia Activities

Dir Cohrone reter it advertising to the New Process proofs a sed a caston of this section that was tremendors. I and dealers large taken steps to be up with the pulsecity by running new paper ad in commuten with those of the company and the committees attractive window dip , feating continu the ad. The stock of the could be that land rapidly depleted through this per brune shipped from the inforvaluent to dealer-

Van and Schenele, exclusive Columbia art sts. were recent placer of Sheak sanderille hours, where they were received by an ently-actic house each mont. Dealers made expetit int. their appearance by featuring them in word ovdisplays. As a result the demand for their records has taken a decided spirit

The following Columbia dealers were recent visitors to the local branch. Mr. Brider or Markson Bros. Syracuse; Gus Markson, o. Anburn, A. J. Goldstein, of Niakara Falls, Mr. Martin, of Fredoma, Samuel Sach, or Jame town, and W. R. Marsh, of Nunda-

"Three o'Clock in the Morning" is still hold ing its tremendous popularity and as sellinbetter than eyer. Others meeting with special layor are Paul Specifics dence record of Tustis "Good bye," "Lomorrow," by Led Lewis, and 'Why Should I Cry Over You,' by I ddn 1. Henris

Victor Artists Boost Record Sales

Plurwood Music Hall was taxed to espacit, for the concert of Many America California, of the New York and Chicago Grand Opera companies and Sector artist. Floor, ralkines and stage were alled, while other aduzers or the soprano stood throughout the performance Dealers in Victor records say that the centert has stiriulated the sale of the bit curers records to a surprising degree

John McCormack, one of the most popular Victor artists, recently gave a concert to one of the most enthusiastic audiences ever te civing an artist in Battalo

The Boston Symphony Orchestra, also Vicfor artists, appeared in concert law not long. ago and they were received by an enthusiastic aridicate

Fire Damages Edwards Store

h. W. Edwards & Sons, one of the largest departuient stores in Duffalo, carryin, a lar, e line of I dison talking machines, substict freluss estimated at about \$3,000 recently. The blaze was soon under control and the I dison department was not damaged,

Dealers Interested in Community Service

A number of dealers in taking machines in Olean are taking an active part in the newly formed committee of Olean Community Service, an organization formed for the purpose of developing a number of neutrical projects in

Brief Items of Interest

The Danielson Music House, or Jamestown, N Y, suffered an \$18,000 tire loss to its slock in the \$500,000 fire that recently swept the business section of Jamestown,

tlaster E. Campbell has been made assistand malager of the Good Brox Misk Store, Nasara Falls He is well known in the music trades, having been former manager of the Rudolph Wurlitzer store in that city

H I Stone, president of the H J Stone Lamiture Co., Niagara Lally, handling talking machines, his aunounced the jourchase by his constant or the property adjourned the City Market Laying a frontage of ninely lect on Par aceuse, now occupied by codit business. COPCCUBS.

Vigorous Action Against Moving Instruments Our of the dealers in intercal instruments In the second of the second 11 (1) (1) 1 (1) 1 म्बर्गा / त्य par on the contract of

A cat I cor a specific reflected with a large transfer it with a color of the color rate the person of the control of th (m) 1 ×

Property and and a first or fi With the time of the second in the right the contract of the In near all a record to the land and amost while the company

CHICAGO ORCHESTRA WITH OKEH

Guyon's Paradise Dance Orchestra to Make Okeh Records Exclusively-One of the Most Pupular Orchestras in Chicago

Lie General Philosoph Cong. New York, announced be called at arranger onto had been completed whereby topon's Paradice Dance the bearing of the company with the comment ord exclusive classocianization or ted the Okali juring it, a millione a portini Disconit very shortly for any laradise the leasted in one of the rio t gopular dance organizations in I have and is your known to denot devoters on the northwest section of that city tourous Parades is probable to hest advertised dame. half in the capital caternia, to a limb cases chemicle. that is steady it receibe

RECENT PATHE DEVELOPMENTS

Old Pathé Business Taken Over by Pathé Freres Phonograph & Radio Corp.—General Stimulation in Trade Reported

The taking over or the business or the old Patha Prins Thomograph to by the Pathé Freres Phonograph & Radio Corp. was ac onthished without a moment's interruption in the steady contemand in both profitten and business. The new company, as previously an nounced, is officered by men will familiar with the Pathé husmess

Lugene A Widmania president of the company, and H. I. Leenong, general manager, together with their as nestes, are plansing big things for the compagionar and predict that the famous red rooster will cross louder than ever during 1925. The den and cor lists may been and the Paths and Paths Actually records have considerably increased and dealers from all legalities resurt good business. The new rather developments of the company are progressing proposingly and it is expected will shortly be reade for the market

Ha Wilher Mush to his opened a fore or Buil street, Red Wm, Minn



Wishing the Trade A Merry Christmas and A Happy New Year

We take this opportunity to express our appreciation of the large amount of business placed with us which has made possible our exceptional growth.

During 1923 the same high-grade workmanship which has distinguished our business in the past will be continued. We also enter the new year with a greatly increased staff of experienced artists and facilities five times greater.

No connection with any other firm in this line

MOHAWK WORKS of ART, Inc.

The state of the principal and the principal and

160 FIFTH AVENUE

ARTISTIC DECORATING ON PHONOGRAPHS Mohawk Building

NEW YORK

TOLEDO

Secretary Despute Property Secretary Construction of the Property of the Prope

And the second of the second o

In the second and the

Machine Shortage Growing

And the step of th

Therefore, merchants are having their volume corrected in many distances. In others orders are prime up which will necessitate extra expense when the machines do arrive in order that outtoners may be served promptly.

Benson Orchestra Big Attraction

beyon's Cicketta, make the director of Ros Tora widely known toledown, recently dress our of the large-t crosside that exit in ried the Colorus. While the Bacers were main's young folks, all fature prospects for records and talking mixtures, there were people ton meacly every station at his Moreover, a large number of advisors come from surround the towns to direct. Among the ficaiers present were I H Hallock, or trane's Music Store, Bowling viscen O, and a party of six -How to McClare and party, Napoleon, O. () Beckman and parts, Ottawa, O; Fred Miler and party, Monroe Mich, and others the orchestra created widespread interest in is records and strendated demand for pracmally even dealer

Then around the amount control of the averspread Victor records to go on soci December 15, which in the reddle of the largest record minor of the veice, who readould result in a large valuation in terest is keen. There are three vocal in the large transfer a temperate three vocal are not result in a large valuation of the result in the large three vocal are not result in the large three records will be an entered as usual, that H. Womelder and a

J W. Greene Co. to Expand

The J W Greene Co is achieved a reconsidered and enlargement of its business. The modeling and enlargement of its business. The and floor of the present be duti, which was official executive to had a purposes, has been somether a term of cars. This expansion will give them much additional floor space and provide a free chlarged talking machine department, I. A Kopp has Reconstruction department, I. A Kopp has Reconstruction will be approximate for Bring wick, Changes and Volumes These will be larger as talking machine some some as These will be larger attention will be

given to art model console types and the more costly machines will be explored in a home like attraction, and texterable to purchase the best well be solicited in an original manner that improvement will period of a certain exclusive elegance whele most women admire and will bely to stamp the store as a women some interaction department store. A special teature of be a forcert hall will a seating supacity or sufficiently after that will start in the deaths after the turn of the manyear.

Interest in Radio

Furthermore, radio developments are being tollowed with much interest here. The Zenith radio outfit is now being exploited through a direct mall catagories this instrument is able to pick up programs broadcasted from great distances. It is hereved that once the proper of receival one are in one to with the present and programs and lable, radio will forge alread in an autom-line. On the

A characteristic described and being widely destributed. These Chartings will orders are smitted upon to produce a cool record volume. They are a request to deliver records of our relationship as a costa aparton and to charge the accuracy to a costa apartoner. In the past to buy that does a good volume or business.

To Bring Oriole Orchestra to Toledo

The I W Corress to was bring the Orione former driving the Orione former driving the Driver at the Foldo for an exempt of dancer a lambery 25. The band to be 3 and a reversable impression during its recent local engagement—which was in correction with other dealers and the Grotto,—that the Greene Co decided to negotiate for a return engagement under its own auspices.

Sprain Blos, Fostoria, O, music dealers, will

open a Toledo store in Superior street shortly. Proposition of the featured.

Holds Successful Clearance Sale





The Brunswick Shop (Odell Bros.) Salem, Mass.

The Significance of 300%

Graphic Proof of what Unico Service accomplished for one dealer—there are hundreds of similar instances

Yes, you may say, but my problem is different.

Is it, tho? Let's see.

You want to get your share of the increased demand for musical merchandise—then take an inventory of how you are going to get it.

Your first thought is probably advertising good, that's necessary to get the prospect into your store. But does your advertising stop at the front door?

That's what it does if your store is not attractive and definitely planned to intensify and "cash in" on the good impression your outside advertising creates. Attractive store atmosphere is a definite part of the advertising effort of the progressive dealer. It appeals directly to the *interested* prospect and therefore is of exceptional merit.

Unlike newspaper, billboard or other similar mediums, the advertising of "Store Atmosphere" is not continuing expense. An adequate initial investment is the complete cost.

Unico Service will create an attractive store atmosphere for you and it will be permanent advertising of the most economical character.

Now is the time to take advantage of the Unico System and all the benefits of the Unico Service.

Profit by Unico Service—NOW

Winter time is record time. Take full advantage of it, prepare for maximum sales.

Unico Audition Rooms, Racks, Counters, decorative treatments, etc., to equip your store. Unico Sales Helps, Self-Service Units, Display Fixtures, Sales Stimulators, etc., to promote increased sales.

Consult our nearest branch today!

There's a double advantage- lower cost increased profit.

UNIT CONSTRUCTION COMPANY

NEW YORK, N. Y. 299 Madison Ave. 58th Street and Grays Avenue, Philadelphia, Pa.

SMIT TAKE CHY, UTAH ISU Main St DENVER, COLO 1042 Arapatoe St.

CHICAGO, ILI

30 N. Michigan B vd.



DALLAS, TEX. 209 Dallas Bank Bidg. SAN FRANCISCO, CAL. 942 Market St.

NEW ORLEANS, I.S. 195 Marine Bank Bldg LOS ANGELIS, CAL. 126 Malway Place If A MOURE & CO., LTD. (Sales Agents) Fremier Hunse, London (W.C.I.), England





Atmosphere, tuneful melody, syncopated harmony and a good line of chatter are all in full bloom in Blossom Seely's two songs of way-down-south on Columbia Record A-3731. When you let your customers hear "Mississippi Choo Choo" and "'Way Down Yonder in New Orleans" they'll say "Wrap it up."

Columbia Graphophone Co.

THE TRADE HAPPENINGS OF TOLEDO

to close out trades is and old met, manys was able to record a very substantial total. He is also conductable with the Sonera factory local advertisor records a conductor very because where a very local advertisor records are dealt in leasure.

Lion Store Needs More Room

At the rooms in the Lon Store Victoria same totals are far alied for last year. The advance holiday demand care is any smaller period. A J. Pete reports. The need bere at the present time is for more demonstration morns. It is now necessary to often take customers, continued in face of executives in order to provide listening accommodations.

The Ben-on Orchestry rendered at afternoon concert program at the A etrola mouns during their reneat local apprarance and several lieu dred persons crowded mito the department to enjoy the music

Best Selling Records

"Three e'Clock in the Morning," in both the Whiteman and McCormack resolutions, one times to ourself other selections. Lopalar dance numbers in treatest demand in 'White the Leaves Come Turbung Down," "Suiz". Though a Louis leave Clover, and "Till Link) a Starwage to Paradise."

The 1923 outlook here is extremely be... It for the facts are not cross and as soon as the anchorage shortage of its volume will an illustrate

eall in our steadily, the manager ent fiels cor-

At the LaSalb & Koch Cols Victional Shap when an actual property consistently, the account of the loss of the least and street and advertising of the buying terms at mot coupleyed. Temple are buying in waves, by days are inflowed by quest ones, R. O. Danforth, reports. The machine short are while being one, is not acate at the store.

Building Up Record Sales

A stable sides export which is make a saleit that all sale-plotle are instructed to ask cultimers who pareliase need is or other supples. Wouldn't you like to make a new record. People will usually stop to lesten to me record, excit the a later, whereas if asked to stop to the new disk they amongle say in

L. T. Rac Now in Control

A G. Maxwell, of the feet Rac & Maxwee, has disposed of I source to in the consecut to his partner. It I have the house deals in Combine, Arobits and lowetts. The firm state will not be changed for the present. Me dixwell will not a noticely interest at the store but will decote 1 so that to building a repair and may extrem a trace of markets. Alread acceptance or cusers have somed for the service.

Activity at Grinnell Bios.

At Grinnell Bres Johnas preparations are at their locality. There are no restricted produced a mix record based as and Objections savings.

cheeks will add materially to the demand. The only discouraging some on the horizon is the maloidy to secure sufficient merchandise. The takened machine shortage is had enough, but on top of this is the treaght delay, and goods undered weeks ago have not been received. The nature here never looked brighter and the new year core profess of being a real profit-profiting year, Manager R. C. Elwell declares.

Working for Christmas Sales

The Home Furniture Co. is conducting an aggressive holiday campaign to promote Commbia and Brunswick lines. The demand is good and several models are entirely sold out, Miss Helen Canfield states. The instalment plan upon which this house does business is a big factor in closing sales with the working lass.

The Nagent Parature to launched a Christmas drive the first week in December for Columbia sales. Instalment terms are offered and deliveries will be made Christmas eve for all who desire the service.

The Goosman Piano Co has inaugurated an intensive campaign for inquiries. Newspaper aids have a coupon attached which may be filled out and mailed to the store for information. This plan has worked well because many persons expect to him soon and therefore desire intornation about machines. The inquiries are inflowed up by personal calls from salesmen, C.E. Colber, sales manager, states. Columbia, Vicabon, Granby, Fischer and Bush & Lane phonographs are dealt in here.

J. H. Heinsman sales manager of the C. L. Marshell Co., Detroit Sonora distributor, was a foledo visitor the past week.

Talking machine merchants are very optimistic about the new year and are laying plans for an increased bus ness

SELLS FOUR MACHINES AT ONE TIME

More 8-801. Two, December 5 Harry Cure, or Cure & Son of this say, Prinswick dealers, recently -old four \$200 Bridswick machines to one man in ladians, who is greater them to his reactives as Obristians with Mr. Cure is using the sale as the basis of an intensive publicity campulate whereby he hopes to sell not only one I muswick phonograph, but from two to tour at a time to wealthy music lovers in this territory.



Quality
Talking
Machines

\$35.00

Model II in mahorany only

THE H. LAUTER COMPANY,

INDIANAPOLIS, INDIANA

Manufacturers of EMERSON AND PATHE CABINETS
ALSO LAUTER CONSOLE TALKING MACHINES

Recording Wax

Wax and Novelty Co.

167 and 169 Bloomfield Ave.

Phone Bloomfield 5149 BLOOMFIELD, N. J

The Trace in BOSTON Manager JOHN H WILSON, Manager 324 WASHINGTON ST., BOSTON, MASS. ST. BOSTON, MASS.

Bustos Mass December 2 November has been a month that the trade is not likely soon to forget, this because of splend d business, and it is all the more to be held in remembrance because of the business in these same periods a year ago and two years ago. Excrewhere the December business is expected to be even better, so that it is not surprising that the whole twelve months of 1932 are expected to make a most creditable showing. As was to be expected, a shortage of goods has already manifested itself. Those who predicted this satuation several months ago were laughed at insome quarters, for the word shortage has been refused recognition these past few years as the holiday season approached. Time was when the word was almost the bugbear of the business. and it had to be heeded that woe to the dealer These past few years the word has failed to irighten the trade and there were those this year, following their experience of the sinnediate past, who are now repretting their inaction in not ordering early and largely. To go back to where the writer started, this is going to be a joyous Christmas because of what has led up to it viewed in a commercial way, and the Boston correspondent congratulates the trade for the turn in the tide and hopes that everyone will prosess the jubilant spirit that the season warrants

Boylston Street Merchants' Ad Drive

The extensive newspaper campaign that was launched by the Boylston Street Retail Merchants' Association at a dinner at the Hotel Brunswick a few months ago has borne good fruit and for several successive weeks the Sunday papers have carried full-page pencil drawings of this thoroughfare shown from various angles and in different blocks. "Each window seems to try to outslane that of its neighbor," have an article in the latest issue of the bunday Herald In the list of members of the Association one notes the Henry F Miller Co., which was one of the earliest members, A. M. Hume Music Co, the Barite Talking Machine Co and the Mason & Hamlin Co, the latter an active factor in the movie trade of Boston, though not actually identified with the talking machine end

Association Holds Luncheon

The New England Music Trade Association held another of its enjoyable lumiheons at the

Engineers' Club on November 21, with William L. Nutting, the new president, presiding, and with Carveth Wells, F. R. G. S., as the guest of honor.

After the function President Nutting gave a brick ontone of what he proposed to do during the coming year for the Association and asked the co-operation of the members in bringing about a settlement of the various problems. Among his suggestions was that of a two-day convention to be held in the Spring.

The return of Bucton R. Miller to the industry as president of the Henry F. Miller Piano to was made the occasion of a brief reception to Mr. Miller, who expressed his pleasure at being again in the field.

Mr. Wells gave his famous talk on "My Six Years in the Jungle of Malay," He told word tales of strange fish and animals and pent some time in describing Malay unisic and the instrutiont: used to produce .", playing several selections in illustration,

Big Increases in Victor Trade

One learns of splendid Victor business in the territory served by M. Stemert & Sons in a conversation with Kenneth Reed, wholesale Victor manager for thas widely known Boston house. Mr. Reed waxes especially enthusiastic over the November business, which was the biggest month in volume ever done by the Stemert house since it has been handling the Victor line. And what is better, Mr. Reed is looking for an even larger business for December. Attention in a pleasant and informing conversation was called to such places as Lowell, I all River, Brockton and Pawtucket, three of these it will be recalled being textile centers, in all of which cities business has been distinctly good--and hetter. Mr Reed told of one dealer at Brockton whose November business was 100 per cent bugger than that of November of 1921, and of a dealer in Pawtucket sho did a 175 per cent larger business than a year ago. Right here in Boston there is one store which sold tharty-nine Victrolas in a sinale day and another disposed of thirty-two maclinics. Mr. Reed further says that out of a large consignment of goods received from the Victor factory a few days ago every one was out of the Arch street storehouse three days later Mr. Reed -axs he hears a good deal about a shortage in goods, but he feels quite

Stemert house, all its dealers and the reasonable, well supplied

Records by European Artists Well Received

Dealers who are served by the Fretern Telliing Machine Co are most enthusiastic over the new list of Victor records by Lacopean artists and there appears to be no reason why the large supply of these eacht foreign artists, together with the several orchestras included in the list, should not be among the season's best sellers. One can scarcely contente of a main lover, once hearing one of these records, not wanting the whole catalog, or at least veyeral out of it Only a few of these artists, as a study of the ratalog will soon show, have ever been an this country, which adds to the invelty of possessing such recordings. The Eastern has laid in a large stock of these records in anti-ipation of an immediate appreciation on the part of the public. As the trade knows, or should know, these recordances are rade through an arrangement with the Gramophone Co., Ltd., of London, England

Now Sonora Co. of New England

The Music Supply & Equipment Co., with which Joseph E. Burke, has long been popularly dontined and located at 231 Columbus avenue, lass been supplanted by the Sonora Phonograph Coof New England and will continue its offices at this same address. Mr. Burke continues his close relations with this new concern as he sumlarly did with the other one, and the new company will continue to serve identially the same territory. For the present John G. Pringle, who is assistant to the sales manager with the parent Sonora Co in New York, is in Boston completing some of the diffice meident to the change of name. Mr. Burke reports a very big demand for Sonoras and large meanies being received at this end are cagerle taken by dealers carrying this line. The situation controntmg this house is one of eversold

Run on Hallet & Davis Phonographs

R O Ainshe, who is devotored and hot his attention to the promotion of the Hallet & Davis talking machine line, says that he is having difficulty in securing enough goods to supply the trade; that the Hallet & Davis dealers, through the New England territory, have taken so many orders that it is a question if these (Continued on page 84)

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Greetings

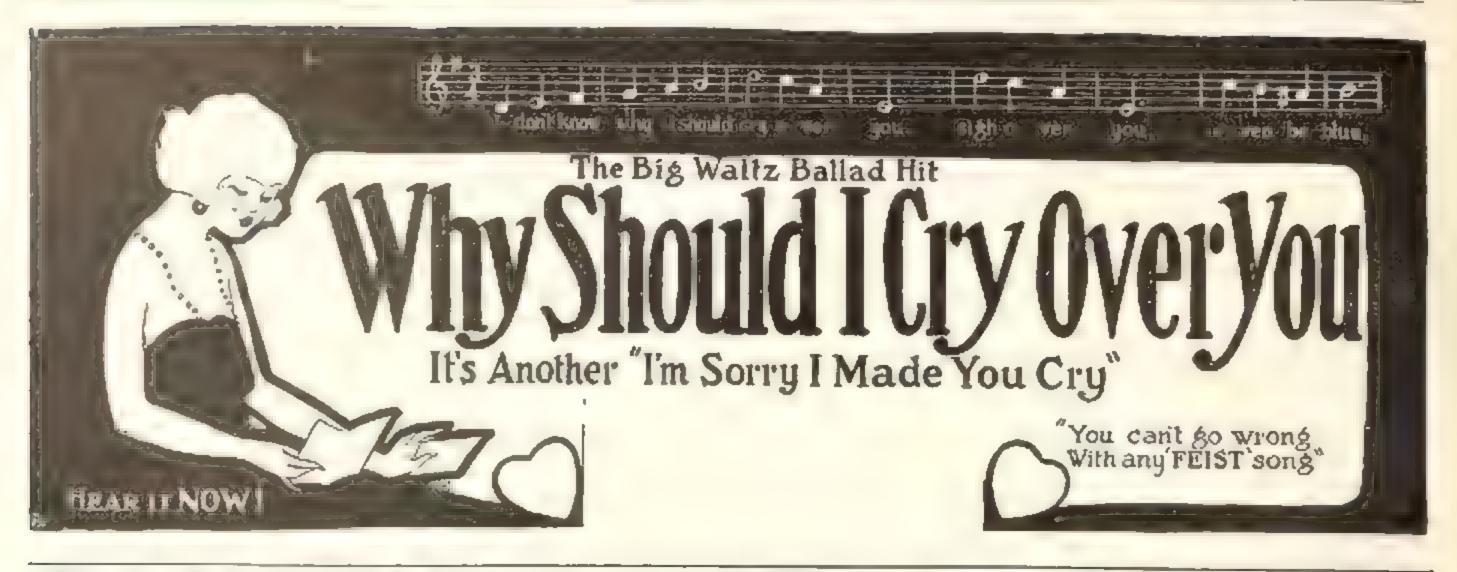
The VICTOR industry is to be congratulated upon the closing of the greatest VICTOR year in history, and it is in a spirit of appreciation and thanks that we extend our greetings to the trade for a Yuletide of joy and New Year of prosperity and happiness.

Charles H. Ditson & Co.

New York

Oliver Ditson Co.

Boston, Mass.



THE TRADE IN BOSTON AND NEW ENGLAND-(Continued from page 83)

can be filled before the end of the series. Very shortly it is the pain of the conjunction pair out new two models, to be moved as I and I to be of the Reppewinte do in, and or the consequency of the sample when the been sets in tted to the ill that a little can also for the approval is or joint branch and at the precise.

Strand Consoles Move Quickly

Arthur C Lasman whose estable ment at the corner of french and Act store - a well known radion of a the find facility of unt cards to the deal readment in the collaboration of the entire he is Strand consist in the number ag in determined the field an estimate ing at the varetro - a week are, and 265 deaers took the oppositionary or a value are an chines a contiful maps from The result is many Mr. Eristian - oversid on every type. At the opening Mr. Eris, and were care of the said enterprising net a fac tall to tail to ! presented are puests with convenies, two or there, one a ster my siver Kild point pair it, the other a little needer book as brown before both very limit art es Mr I regard - mer enthasistic over the Straid line with with he is laying the troop promoted some throughout his territor in the trace at good then tracking Mesers Missey, I'm in

well with the Vocalion records, ten

Sees a Record-breaking Month

Marker Herbert Shoemaker, of the Eastern Labor. Machine Co., as justifiedly a bilant over the Nove duri business of his house, which was of here proportions in both machines and recount. Already in the latter line the advance orders for the ember are so have as to warrant a bisiness for the last menth of the very that will see a men month as the last of the his personal to November. When December of active a society of November Mich becomber of active a society of decided worth while to talk about

Much Talking Machine Advertising

These are the days when the daily papers are that individual contents of the various limites had a large attention to the Vietner and Brunswick lines, teaturing the consideration of the Vietner and Brunswick lines, teaturing the consideration of the Vietner and Steam to a Steam to the Vietner and the A. M. Hinne Music Corposents the Characteristic factor for the A. M. Hinne Music Corposents the Characteristic factor for encoderation. The Housitton & Internal Consistency the Vietner A. The Lee Lordon Contents the Vietner Our old formal, the Pathy, is being offered by one for

attrict house. The Columbia, too, comes in for a last share of attention in newspaper advertible outs and the same is true of the Sonora, Vicasion and hid on lines. The Avona is a machine that the Jordan Marsh on has been after special attention to or late in its newspaper displace.

Business Good With Columbia

Manager Fred I Mann, or the Columbia, when approached to day said. "You catch us in a test happy frame or mind, for husness to going pleadadly. November was a whale of a month and way 1.0 per cent better than the best month of this year, and 200 per cent better than the best month of last year." He is lunging on a very big year in 1923. He is telling of the large volume of sales made by individual dealers in the New England field which has surplied a villing the best of them had ever done. Mr. Mann is going over to New York carry in December for a conference with the official Columbia staff.

Vocalion Hall in Fine Shape

Manager Berdsall, of the Voralion Hall, is on the tob early and late, and now that the establishment at 150 BoxIston street has been ill or fited and rearranged the facilities are of the best for handling the bin-mess in Bruns was, I know an i Victor lines. The window display at this place is always most attractively are as of and holds the attention of a large proportion of Cost page 27.

Big Shipments of Brunswicks

The domain for Bitti-week goods continues in board. Leads in the reason of machines fill-superiord leads in the first in town and it was colours out to chemical in board ever machine was distributed as out to chemical dealers. There has been notified made as there is batch to take on any new accounts as Herri Spencer, head of Kildi, Patex & Spencer, but dealers are demanded to the entire such account of practities of goods, and this time to be accorded each of courtesy.

Attend Eddie Cantor Show

the Columbia dedies with numbers of their sales tereis attended a performance at the Shahert Theatre to un ox Eddie Cantor in

Man Jon Save A Merry Christmas and A Prosperous New Year

"LONG QUALITY" CABINETS and "PEERLESS" ALBUMS

L. W. HOUGH

New England Representative
20 SUDBURY STREET BOSTON, MASS.



THE TRADE IN BOSTON AND NEW ENGLAND-(Continued from page 84)

'Make It Snappy" In view of the fact that leddie is a Commbina artist he was quite at home and he serred the opportunity of letting the audience know just what aggregation was in the house and that he was one or those who made records for the Columbia. It is of interest in this connection to mention that just betore the Harvard 100thall team went to New Haven for the game with Yale they had their metures taken with Eddie in black face sitting in the forceround. Eddie was at the Country Chib the night before and had entertained the boys in time shape. Incidental to the Harvard team's visit to New Haven a pleasant feature was the entertainment furnished the boys by Roy Ward, the Columbia dealer in that city

Opens New Quarters in Franklin

Kenneth Reed, wholesale manager for the Victor department of M. Stemert & Sons Co, went down to Franklin a few days ago for the opening of the new store operated there by George I. Kerr. Mr. Kerr has been a dealer in Franklin for twelve years and atch he leased additional space adjoining his store and made many changes, so that now he has one of the finest talking maximum shops in that part of the State Here was a concert both afternoon and evening, in which G. b. Baldelli, of the Stement's Yield street, store, played a prominent part Talented boy, this Baldelli. There was a big cowd attending this opening.

Frank K. Dolbeer a Visitor

brank & Dolbeer manager of the traveling department of the Victor Co, was a Boston visitor for several days toward the end of November and visited the jubbers and dealers. While here A M. Hume, of the Boviston street store bearing his name, tendered him a luncheon as the financiers, while

Dallas, Tex., Dealer in Town

Fred Erisman, who has been located in Dallas, Text, for several years, was a welcome caller in Boston a short time ago, coming here primarily to visit his brother, Arthur C. Erisman, who handles the Strand machine and Yo cahon records for the New England field. Fred Erisman, who has the Columbia line in Dallas, has been able to build up a good trade in his territory. He met a number of his old friends while in town

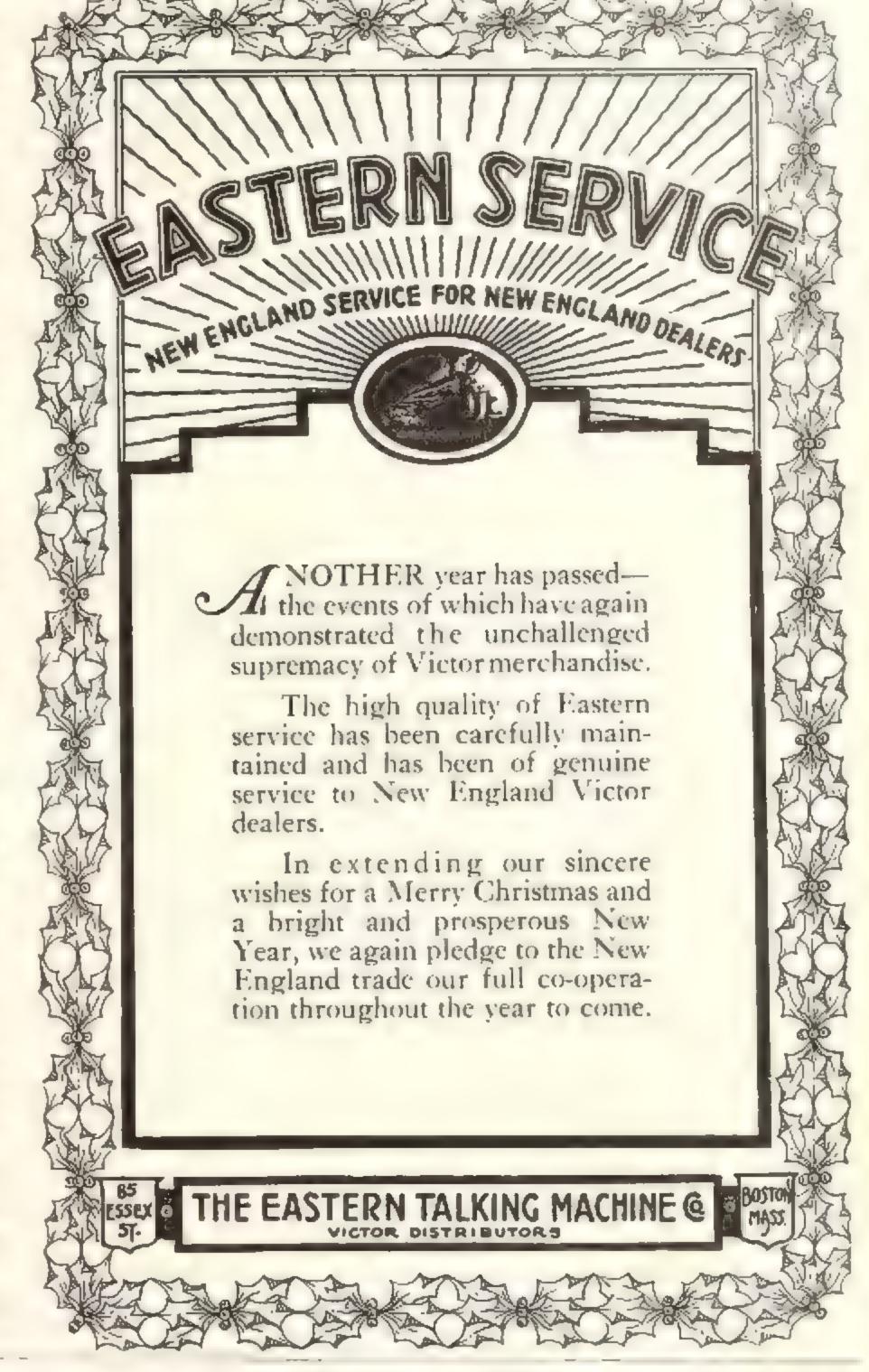
E. P. Johnson, Jr., Recovering

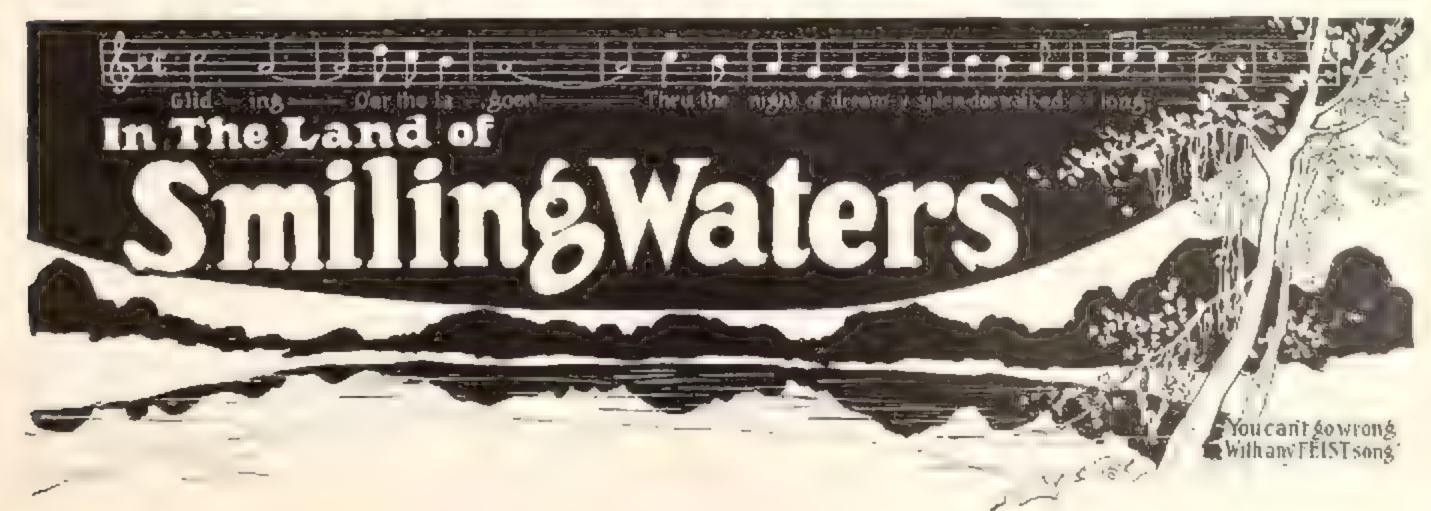
The many friends of h. P. Johnson, who covers the western Massachusetts, Rhode Island and northern Connecticut territory for the Letern while glad to learn that his young son, h. P. Jr., is well on the road to recovery after a scrious illiness. Mr. Johnson's home is in Brook me.

With the Travelers

James A brye, travelusz representative for the Victor is spending a week in Maine, visiting the principal points where there are Victor representatives

Kenneth Reed, wholesale manager of the Steinert's Victor department, took a few days to commend on page 801





THE TRADE IN BOSTON AND NEW ENGLAND—(Continued from page 85)

Eh Records

will increase your holiday trade

Now is the time for quick turn-over and increased profits. The public is buying and buying strong. By offering the earliest releases of all the popular song and dance hits, together with beautiful recordings of all the appropriate Christmas music, Okeh Records assure a bigger share of the biggest business season of the year.

We offer you our heartiest co-operation and the convenience of our efficient Service. We are ready to fill your orders immediately.

Write for our dealer proposition

BAY STATE MUSIC CORPORATION

142 Berkeley Street

BOSTON, MASS.

of the life and consumer Lands that doly and find himself to the Cape to do a little shooting. As he has changed his frearms he'll probably leng back tore game than on his previous shooting trip.

O. W. Ray Expected

O car W Riv, manager of the wholesale Voconsecred department of the Acolian Co. was expected to yes! Iniston the carly part of De ember to look over the New Fieland to life the mail in and curtury with Arthre C trising. Mr Bay has many friend- here who are always glad to sak him

News Gleanings

G. Sham harss, of the United Music Stores of Portland Me, was a volcione visitor to Poston lately Back, as the faste familiarly rea he, but no character or Par ton, where he was long assembled with Arthur for the below gong to l'ertand

Robert Stement, of M. Strinert & Sons, was age of this e who west down to New Hasen for the Harvied-Yale game, though be himself is a Darmoully man

H I Pratt, manager of the branch service disssion of the executive offices of the Colurbia, was in Boston several days the end of the month, having come over here with lin- wife and two children to spend Thanksgiving at his old home

Miss Anna M. Walsh, who has been in charge of the statistical department of the Boston ofties of the Colinibia Co. has bet for California, where she plans to spend the Winter with a ter Miss Walsh park West or the hope of henefiting her health

Peter McInery, supervisor of the dealers' service department of the Columbia Co., is poing up to Spencer casts in December for the opening of the new and cularged store of M. Leauteur & Sois, which is an exclusive to lumbia store

Stephen Colaban, New Ingland manager of the Chines have has been spending consider able time of late visiting the dealers in his territory and he has signed up with several large concerns to carry this line, beginning with the new year.

Speaking of the Strand's New England popularity, Arthur C. Enseran said the other day that in the month of October hits six new accounts were opened

SELL STEWART PHONO CO. ASSETS

J. W. Kingsbury Takes Over All Assets of Bankrupt Concern in Binghamton, N. Y-Plans to Continue Business, It is Said

Bencharmy N Y December o John W King-lory, furnice proprietor of the Lewis House, purchased the as its of the defunct Stewart Phonograph Co for \$12,000 at the public auction conducted recently by Trustee William It kiley This includes the real estate on Spring Forest avenue, certain patents and other assets, with the exception of rash and accounts recombine lien- totaling \$20, 879.94 against the bankrupt estate are also as sunted by Mr. Kingsbury

Despite the securing'y large sales figure the creditors of the concern, outside of the Federal and State Governments, will receive nothing The cleans of the two Covernments, of preferred nature, acgregate between \$6,000 and \$10 (40), according to Trustee Kiley, and after these have been satisfied and the expenses of administration added in there will be nothing hat her the ordinary creditors

The patents were said to Mr Kingsbury, but without any guarantee. It is up to the new jurchaser to arene out the matter with the Bande'd to of tanda, which claims ownersby and you of opposition to the sale

It is understood that the business will be continued by a new certain, leaded by Mr. Kmasbury

KERR'S VICTROLA SHOP OPENS

Formal Opening of Woonsocket, R. L., Firm Marked by Concerts

Wo Specker R. J. December 7. The formal opening of Kerr's Victoria Shop, this city, recently was marked by concerts in the after none and evenue which were attended by large and appreciative audience. Representatives of the Yester to drope Conden, A. J. and from several Victor whole very were present. Mr. Kerr was plea antle imprised by a guit of a his pott die exercician from one of the t' ten who e de Viet e changes. The affait was a rung! succes of his barder. The waremajor of the state of the state of the arabetical action it is easy and place to shop

"Perfection" Edison Attachments

"Perfection" Reproducers

The "Perfection" Flexi-Tone Edison Attachment (No. 4 and No. 7) as illustrated, attached to all types of Edison Disc Machines, makes the most perfect attachment available for playing all makes of lateral cut records requiring steel, tungstone or fibre needles. Only first quality mica diaphragms used in "Perfection" reproducers, giving clear, natural tone. The horizontal ball joint and direct uplift construction give freedom of movement so that attachment may be used with or without lever, giving excellent results

Retail price, \$9.00 Gold. \$8.00 Nickel.

The "Perfection" Pur-I-Tone Edison Attachment (No. 6 Universal) plays all makes of records on Retail price, \$10.00 Gold. \$9.00 Nickel. New Edison Disc Machine.

The "Perfection" Edison Attachment (No. 4 and No. 2) plays all makes lateral cut records on New Retail price, \$7.00 Gold or Nickel. I dison Disc Machine

NOTE-Special Discounts to Dealers, also Quantity Prices on Request

New England Talking Machine Co. 16-18 Beach St., Boston, Mass.

The Season is Open

NOW IS THE TIME TO GET YOUR EQUIPMENT FOR THE HOLIDAY BUSINESS

Medium sized padded cover + \$6.00
Large sized padded cover + \$6.50
Extra large padded cover + \$7.35
Console type cover - + \$8.00



170 Harrison Avenue, BOSTON
Stools, Covers and Piano-Benches

EDWARD N. LUCAS

Middle West Representative

4352 Kenmore Avenue

CHICAGO, ILL.

AKRON, O.

Expect Record Handay Rusiness Resumption of Local Industries Exerts Influence on Trad

Agency of his persons the nontacturers mak propers define as of many models that have been absent from sales flours. Akron music stones we experence the higgest business volume or near the are during December. A survey the past week disclosed that all stores are busy dealing with holiday bovers and that sales are on the increase with the near approach of Christinas.

Industrially Akron continues to improve Accounts which have been on the books since the eventful subbits sharip of several menths ago have been coelected and again rubber workers are able to have as they go. Thousands of dollars in "lost" acrounts have been eleaned up by merchants the part three months. Much dealers say they expect fully sixty per rent of the Christmas to lang machine "usings to be eash. Few prospects are asking for credit

Higher priced machine are noting best although there has been a big out for the \$100 and \$125 machines. Console models are moving much better and would probably represent the greatest volume of business were dealers able to obtain sufficient stocks

Considerable business is reported in the farm districts rear Akron Practically all stores have recorons in the total districts and now that farmers have their crops baryested they are giving to no time and thought to the Winter entertungunt in the home.

Jerome Dauby New Chamber Head

I tome Dauby, secretary and general manzer of the M. O'Neil Co., operating one of Akron's largest department stores and who for sexts has supervised the buying of the music and tabling machine departments of the big store at a meeting recently was named head or the Akron Chamber of Commerce. He has been active in the Retail Merchants' Association for several years.

Form Mutual Protective Association

hormation of a Mutual Protective Association and apprehension and prosecution of shoptices alock forgers and dishonest employes will be a part of the 1923 program of the Akron Kernel Mer hants. Association, with which 90 per cent of Akron music dealers are affiliated

Lauder Aids Community Fund Drive Through the effects of Edward Points, of

the Windsor, Politic Co., Harry Lander, celetrated Scottli comedian, who offered a conciri lists at the Armory two weeks ago, opened the community chest drive with a spirited talk which was heard by 200 business men and chest workers Land the visit bees being a com-

Opens Alliance Banen

Announcement has been in the street form of T. W. Cope & See effective into edicate, will represent the well-angular to a first of Albert Alford & Fryar, Canton, i., in the Albert district. The new deportment is now once and the following well-known in the of purpose are being shown. Mehlio & Song, found Parameter thank Bross, Hock and Ellie & Text Compianos will be featured in the demand a present, but later it is planted to able a first of talking machines and record.

East Liverpool Merchants Complain

Retail business in the First I verpool district despite the fact that the Classical hoppins season is at hand, is off approximately 40 percent, it was disclosed following a recent survey. Street cars have not been operated in the upper Ohio Valley since May I last and more than 17,000 general ware potters left their posts. October I when manufacturing potters remised to grant them a 7 per cent was a increase. Joins Warren Firm

Russell Jastatt, former Edson phonograph salesman with the George E. But a store at New Philadelphia, O, has resigned to accept a similar position with the J. W. Stewart Co at Warren, O, which store was only recently opened. He left this work to assume his new duties.

Garver's Anniversary Sale

Sales exceeded all experiences at the missisth annoversity sile of the Cover Bros. Coat Strasburg, O., known as the world's larger country store. It was of tenders' duration and price concessions were made in every department in the right of the mass of tenders.

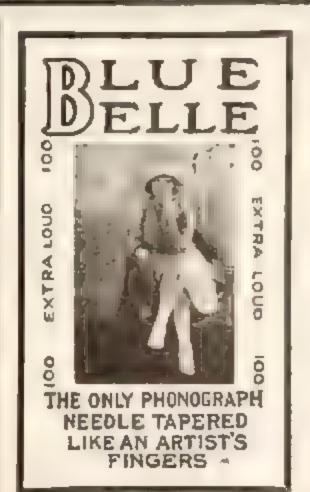
BANNER RECORDS FOR THE HOLIDAYS

Plaza Music Co. Makes Special Release of Appropriate Selections for That Season-Farly Ordering Advised to Prevent Delays

The Plaza Mose Co, minimizeness of Banner records, has released some appropriate selections for the holiday season. These not only comprise sucred and secular songs, but anclude several titles with particular appeal to children.

The sales department of the above company had an unexpected rush of orders during late November and early in December which made necessary arrangements for larger production and distribution. The pressing plant of the company will work overtime until after the holiday season. Owing to the prevalence of congestion in slippionts during the holiday season of has been successed that the trade metricipate its requirements well in advance.

The Grigos Music Co., Molice, Ill. has secured more spaceures quarties in 1913 Sieth avenue, which it will occurs shortly



THE NEWEST IN NEEDLES BLUE BELLE

THE NEEDLE THAT LENDS BEAUTY TO YOUR RECORD AND REPRODUCES A PERFECT TONE

IT MINIMIZES SURFACE NOISE

THE NEEDLE GIVING DEALERS A HANDSOME PROFIT—YOUR TRADE WILL BE ASKING FOR IT

BE READY TO SERVE THEM

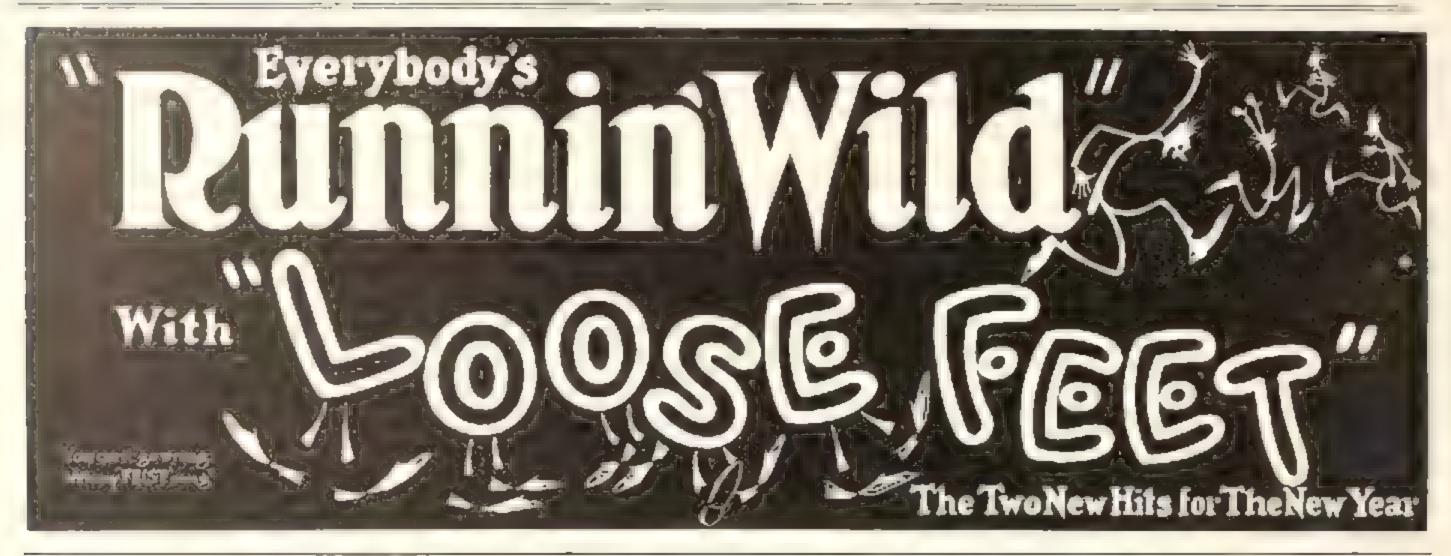
Packed 100 Needles to a Package. 100 Packages to a Carton Extra Loud, Loud, Medium and Half Tones -Price, \$4.50 per Carton

SAMUEL ESHBORN

65 FIFTH AVENUE

NEW YORK

The Service House for Talking Machine Repair Parts and Supplies



KANSASCITY

Demand for Machines and Records Divisive Steadily as Holidays Approach - Machine and Record Shintage Growing-The News

reports the trade situation in the Kansas Uit) terriory dist at this time is comparable with that in other sections with a shortage of machines, and in some cases records, which is growing more serious as the holiday-approach and a demand that is growing steadily. Among the machine- the console or flat top models sign to be the favorites

The Victor-Ainold Masse Co reports that the first aix months of its handling the Cheney phonograph has been most encouraging. The firm has not after product anything spectacular in the way or saids campaiens, but has steadily worked to call the attention of the jub a to the quality of the instrument. The result has been a saids volume very much larger than was an terpated when it took up the work. In conpertion seith the Chenes the firm has bandled the Veraling records with costally gratitying results. Recently that added to its his the Aerophora console model, which has presedivers popular. The new console model S, at \$125, has paule its appearance of the Kir back in a tity branch and the sales force is outless still almut of

Manager M. M. Peacaman, of the I done to a stradiation, and theer and option of the neports that the new fadeson models have been so enthus at all all money fadeson models have been so enthus at all and their base burns twice as many orders banked as they have been able to deliver. The difficulty is that the fact that it was expected that the demand despite the fact that it was expected that the demand despite the fact that it was expected that the demand despite the fact that it was expected that the demand would be harve and the factors in reason as facilities something like 25 per cent

The reconstruct has a statement made by R. R. Kann, we president of the company who is real mer a tour throught on the West He less been receive in the North and considered less that in these States, as well as faither North lessness has so improved or account of the spirital indiacrops that there are very large demands where a year and there was practically note.

Mr. B'o bran, who is running the retail of the Shirt of Karsas City as well as about all to the oblig department of the lessiners in Karsas City repiters, is having a splended basiness this Fill. One of the elements of his success, he is the second fine of advertisements he is puttern out. They are written like a personal city of the elements by Mr. Blackson, it is a second to make them has

people read there and that he finds that the people read there and talk about what is in their Of course, that means sales

The Brunswick dealer at Pawliuska, Okla, I. J. Bruscoe, recently completed a national census of that the and reports the sales of an unstrail number of phonographs as well as compiling a large prospert list

Pail R Schul, or the Schul Music Co., Woch ita, has erected a new bindanc and is now equipping it with attractive fixture, and every thing that enters into the making of an up to date, beautifully incoshed music store. A conaplete line of Prinish Co. phonographs and records will be handfed by Mr. Schu.

The Topeka Missa Co has opined a new store at 628 Km - is accuse. Topeka, with a complete time of Brunswick phenographs and records. Mr Mortibox is inmager of the new establishment.

Asole from Bonrayr keeping trons in Figura and Wichita the Kansas City branch of the Brunssyn k Co has recently established a number of other new account. He on how the States of Missouri and Oldahoma.

The Artophoric Corp. in the Katsas City Life Building, Las recently added the entire lane of the Strand phonographs, including the most exclusive period randels, in its slop One of the Strand products which has had a most masually heavy sale much the Artophone people have added it - the Corsolette

The J. W. Jenkers. Son. Masse to has arranged a most after the Victor and Stop it is so that the Crestwood Jewelts. Shop, at Fifty lifth and Brookside Two separate broths have been arranged to display the Victor models. Confort and health were both under consider a on in planning the rooms. Divans and attractive charts are placed there for the convenience of massa lovers and protte little lamps set it off to advantage. The neighborhood is very distrable and the I. W. Jeplans' Sons Mass. Co. has priority in the territory.

E. R. Smith, Columbia branch -alesman for the western part of Missouri, has won a great reputation as a salesman. Just inquire at Noel, Mo., for further information.

The Joplin Furniture Co., exclusive Columbia dealer in Joplin, Mo., appreciate the value of twing up with Columbia artists, and when Plorence Macheth appeared in Joplin on November 13 advantage was taken to arrange a special will dow display the distribution of Mac-

both circulars, the printing of the program with its ad and by covering with its entire list of the order of current with its entire list of

SECURES VICTOR AGENCY

Rekross, L.I., December 6-Arrangements have been completed by which the Haddorff Music House, one of the best known concerns in the northern section of the State, has taken on the agency for the Victor line of talking machines and records

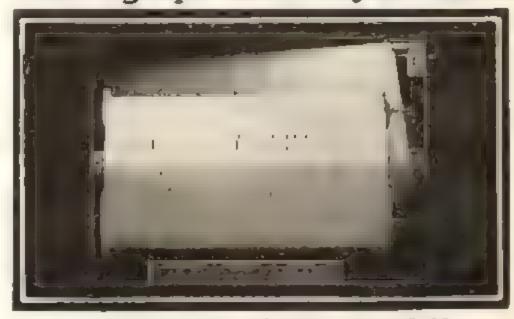
Hangen's Music House, 47 South Sixth street, Reading, Pathus been enlarged and remodeled



Should be on Every



Phonograph and Player Piano



Beautifully finished in Nickel or Gold

It applies perfectly to every phonograph and player plants, no instrument is complete without it.

For phonographs this light makes cumbersome operations easy and simple its derivest corners where phonographs are usually placed. It prevents scratching of records and makes setting of automatic stop positive and simple. For placer manualities indispensable, gives an abundance of

flumination for singing of inserting music ridle.

Easily and quickly attached, commonwhile ready for use, an electricity of witing necessary.

RECORD FLASHERS last indefinitely and are fully guarenteed. Butteries last from 6 to 12 months in service. Renewals can be had at 75 cents.

Prices | Nickel Plated with Battery - - \$3.00 - 3.75

Special Discounts to Dealers and Manufacturers
Write for description circular

Standard Accessory Corporation

Milwaukee, Wis.

1015 Third St.

PHONOMOTOR PRODUCTS. PHONOSTOPS and NEEDLE CLIPPERS

EHONOMOTOR COMPANY

121 WEST AVENUE, ROCHESTER, N. Y.



FLETCHER-WICKES CO., 6 East Lake Street, Chicago, Illinois

THE MILAGAN PHONOGRAPH CORPORATION, LIMITED, STRATFORD, ONTARIO, EXCLUSIVE CANADIAN AGENTS

FLETCHER REPRODUCER

Scientifically

Reproduction

of Voice



Volume and

Perfect Detail



Dealers, Send for Prices and Terms

Reproducer and Connection

NEW EDISON

Plays all Records

Carried in Stock for Victor and Columbia

ACTUAL SIZE

THE FLETCHER "STRAIGHT"

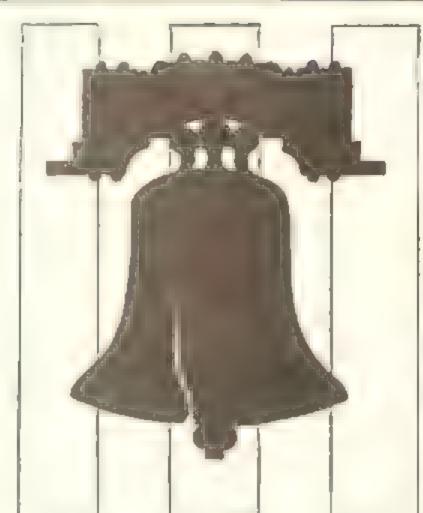
Design Patented November 29th, 1921



6 EAST LAKE ST.

CHICAGO

THE MILAGAN PHONOGRAPH CORPORATION. LIMITED, STRATFORD, ONTARIO, EXCLUSIVE CANADIAN AGENTS





Edwin Franko Goldman's Inspirational Success

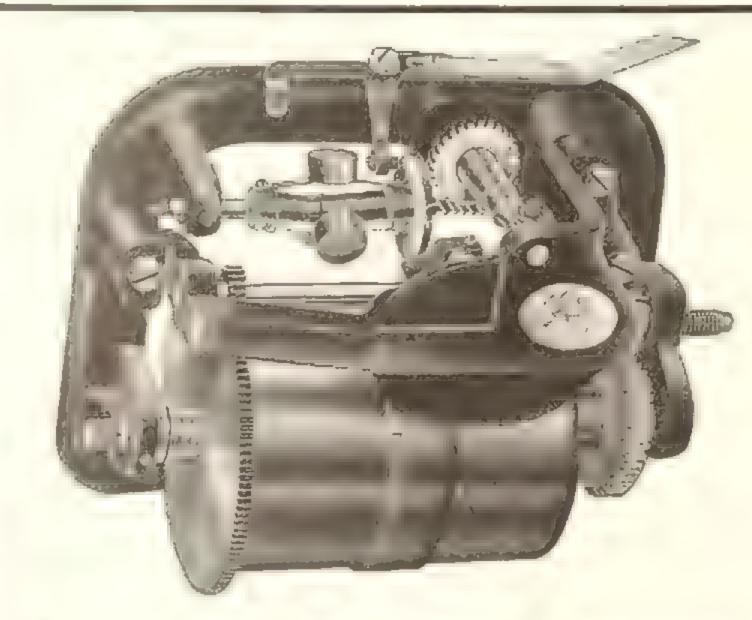
The Chimes of Liberty

As Triumphantly Played by

"THE GOLDMAN BAND"

"You can't go wrong With any FEIST'song"

HEAR IT NOW!



A motor designed to stand the strain of hard usage

CONSTRUCTED by Engineers with the highest Engineering Skill.

Operated with uniformity, constant in speed and built to run smoothly and noiselessly under varying conditions.

Write for Prices



Sphinx Gramophone Motors Inc.

21 East 40th St. NEW YORK CITY

IN POSSESSION OF NEW QUARTERS

Mohawk Works of Art. Inc., Now Enjoys Splendid Facilities for Artistic Decorative Work

The Mohawk Works of Art, Inc., which specializes in artistic decorating on talking machines, has taken possession of its new quarters Located in the same building, at 100 Fifth avenue, the new studios of the company are on the top floor, which provides a maximum of light and also six times the facilities. Accord ingly the staff of decorating artists has been materially increased M h Estrin, head of the organization, has been very careful, how ever, in the selection of artists and none but thoroughly experienced decorators are emploved. The new quarters provide a large reception and di-play room, an attractive private oth e for Mr. Estrin, a varieshing roun, two large decorating studios and a finishing room

The enterprising concern, although starting in a modest manner in July of this year, has made rapid progress with the field still fertile before it. While the orders for decorating work were originally from local metropolitan dealers, orders are now being received from all over the country and outside of the United States as well. A number of manufacturers have also placed orders for special decorations. A new policy has been lately mangurated by this company, which is bring accepted by a large number of dealers. An offer has been made whereby dealers placing orders for \$150 worth of work or more will be entitled to a window display for these models, including a background and special decorations in Japanese design. This display will be loaned for a period of two weeks

Mr Estrin reports that the special decorating of phonographs has become very popular and predicts that in 1923 this idea will have still further growth. He also predicts generally good business throughout the coming year and states that the policy of the company will be, as in the past, to extend every co-operation to the dealer and manufacturer not only in producing work in accordance with its designs, but in providing exclusive designs where desired. The company is preparing its first catalog, which will be ready for the trade about February 1. This catalog will attractively portray some of the original effects to be obtained in the Mohawk studios.

ORDER BRUNSWICK FOR ROUMANIA

Mr and Mrs M. A. Younkman, of the Brunswick Shop, of Tulsa, Okla, ordered a Brunswick phonograph shipped to their daughter in Roumania. The instrument was shipped from the New York Brunswick branch office.

Slashing prices breeds suspicion on the part of the thinking public

IN PITTSBURGH

Yuletide Spirit Makes Itself helt in Talking Machine Trade Circles—Slote Rail Deliveries a Disturbing Element—The News

Pressured, Pa December 9. What will in all probability be one of the best seasons for the sale of talking machines and records in the Pittsburgh district is under way, and practically all dealers are unanimous in affirming the proposition that "business is good and sales are larger than we had anticipated."

The spirit of Vuletide is in the air and the past two weeks have been very busy ones with the trade. The one uncertain element is the fact that some lines of talking machines are hard to get, due to the inability of the railroads to "function" properly. Some of the downtown talking machine dealers are of the opinion that in certain high grade lines of well-known makes such as the Victor, Chenes, Sonora, Brunswick, Edison and Columbia, there will be a shortage.

A. A Buchn, trea-urer of the Buchn Phonograph Co. Edison distributor, in the ewing the situation, said: "Our business is showing a marked increase over the corresponding period a year ago and if we were able to get our orders of Edison phonographs from the factory on time, it would be most desirable. The railroad situation has certainly played havoe with the prompt receipt of Edison merchandise. From what the various dealers, whom we serve, tell us, it is my candid opinion that the coming holiday season will be a very satisfactory one."

Edison Tone-Tests Bring Business

Mr Buchn stated that the series of foretests which closed a few days also in the Data burgh zone was a decided success. The actists were the Fleming Sisters Trio and Joseph Phillips, the noted singer

The various Edison dealers who be do the tone tests were as to loads. We let chill and Drug Co, Cordopod. Pat. Honor burn burn to Co. Braddock, Pa; Plodinec Farmtere Co. Wood lawn, Pa; Findt Music Co, Steubens Te, O., Webber Music Co, Lisbon, O., I. M. Burns & Son, Waynesburg, Pa., G. W. P. Jones Music Co, Washington, Pa., I. H. Laberton Burgettstown, Pa; Carnes & Co., Parkersburg, West Va., Marietta Furnance Co., Manuality O; Furbee Furniture Co., Manuality O; Furbee Furniture Co., Bellaire, O. M. J. Commons & Sons, Patton, Pa., and Indoff Music Co., Clarion, Pa.

Local Carola Representatives

The Carola cabinet phonograph is being handled by Boggs & Buhl, Campbells', Kanimann's, Kauimann & Baer Co, the Rosenbaum Co, and the Johnson Music Co

T A Shortell, manager or the Victor department of the S. Hamilton Co., stated that business conditions were improving and that all indications pointed to a very satisfactory volume of sales for the holiday season. The higher-priced lines of Victorias, Mr. Shortell stated, were in good demand.

John Henk, manager of the Columbia Music Co., Columbia and Edison dealer, stated that trade conditions were good and that he anticipated a very brisk holiday season. He said: "From what I can see at present, it appears as though talking machines and records will be popular this year as Christmas gifts. One of the sales we made a few days are for a holiday gift was a \$500 machine with a large number of records. The sales of records are keeping up well."

Long Service Rewarded

John Murray, who for many years was in charge of the talking machine department of Spear & Co, in whose employ he has been for the past twenty-five years, was tendered a testimonial dinner at the Lincoln Club recently in honor of his quarter of a century affiliation

with the firm. Officials of the firm presented him with \$1,000 and the employes gave him a solid gold watch and chain.

Chauncey R. Parsons, manager of the talking machine department of the Rosanbaum Co, is sending out to his clients a handsome circular devoted to explaining the ments of the new Sonora period model, Queen Anne Sales of Victor records, Mr. Parsons said, were very brisk.

L. A. O'Neill With Horne & Co.

L. A. O Neill, who was connected with the Buehn Phonograph Co. for several years, latterly as manager of their retail store, is now connected with the talking machine department of the Joseph Horne Co. A. R. Meyer is

manages of the depriment which home in the largest and most complete in the extract Mever is looking forward to the usual hage volume of sales that his department records rethe holiday see on

Among the new additions to the historians to the historians and the Miller Miller Co, of Purer Private In, and the Miller Co. of McDonahl Pa

With the Brunswick Dealers

I conswick dealer in the Problems district are received their plane regis, received and rapplies from the George district and and continue of the little of the dealers in this territory from time to time. Mr. Hart stated that sales have been good and that every effort has been made to meet the demands of the arrors I sunswirk dealers in

11 1 Chief Co. 1376 425

THE SAFETY CINEMA

A Profitable Sales Asset

for

The Talking Machine Dealer

Talking machine dealers can place the Safety Cinema into many homes during the holidays.

It will attract many new people into your store—which means more business—and more profits.



The sate's Countries the amplies on a countries with a small by the special between the same with a small by the Samuel Francis of the Conference sate which encket

The Safety Cinema has a strong selling appeal to homes, churches, schools, clubs and community centers—the very type of prospects that now claim your attention. You are equipped through experience and facilities to turn this new field into dollars of profit.

Our film libraries place more than 1,200 different subjects at the command of Safety Cinema owners on a rental basis all on Safety Standard non-inflammable film. Many notable stars as well as the leading religious and educational films. Film rentals may also yield the dealer a profit with no investment.

We offer dealers a very attractive proposition. It will pay you to investigate. Write us today.

United Projector & Film Corp.

69 W. Mohawk Street, Buffalo, N. Y.

Safety Standard Film Libraries in Twelve Principal Cities





Here they are! All the old familiar songs that have been sung by the sons of Old Eli from time immemorial. Yale Boola; Whoop It Up; Good-night, Harvard; Bingo Eli Yale; Down the Field; Wake, Freshmen, Wake; Amici; Brave Mother Yale; Bright College Years; supervised by S. P. Friedman, Yale '05, and gloriously sung by the Shannon Four. A-3723.

Every college undergrad and alumnus and their sisters, mothers, brothers, cousins and aunts will want this record.

Columbia Graphophone Co.

NEWS FROM PITTSBURGH TERRITORY

Personal days and Hadwick Music co., to oppose to and the Finner Music Co., of Hamer City, Pa

Campaign on New Columbia Records

the the temperature to has been content to a syon ce advertising compaign to the first of better, transming the new on a similar temperature. It is a better who highly appread to the transmitter that the well-known to the transmitter, stated that he was limited for a such a second to the transmitter to make me for a large and columbia records and we can also deal the country that he was limited to make me for a large and columbia records and we can also deal the country Christmas sea and dear meaning the for retaking deal dear meaning the for retaking and dear meaning the search would be a very such that he take une for retaking and dear meaning the search and dear

White the street that sales of Vitteras

tabons

Lan S. Mechbaz, manager of the Dawson Pros. (Slking machine department, which is now located at 955 Liberts avenue (second floor), reports the sale of Starr phonographs and General Tecords as very brisk.

Strong Demand for Victrolas

Fred Drake, manager of the retail Victor department of the W. h. bredes ek Piano Co., is viry optimistic over the furn that business has taken and is confident that the hold is sales of Victorias and Victor records will colips all previous seasons. High grade Victorias, Mr. Drake stated were a strong demond.

H. H. Fleer, manager of the retail Victor department of the U. C. McCot U.o., and "One his-ness in the Victor line is showing up remarkable well and the only disturbing to some is the Rel that we will not be able to secure eitherent Victorlas of certain styles to neet the demand of our patrons."

SONORA JOBBER IN NEW ENGLAND

Sonora Phonograph Co. of New England Takes Over Business of M S & E-Jos. H. Burke in Charge of Important Sales Department

The Sorora Phonograph to New York, and nonneed the week that arrange nemts had been completed whereby the Sonora Phonograph to or New Phyland had been found to take over the business of the MS & E, Sonora job ber at Boston, Mass. The officers of this new jobbies company are as to lows. President, theo had Brightson of operadent, SO Martin view president, and government and governments. A to Valeur, and sales manager. In all Purke

The husiness will be conducted as heretofore at 221 Columbers period, hoston, Mass, and Mr. Unrke will be in clear, out siles, as he was with the M.S. & F. Hars are being made to goe Sonors de ders in New England maximum osoperation in developing the r. 1923 business.





A New Model in the Natural Voice Line

To the models already manufactured to meet the needs of the trade we have added this new style.

The NATURAL VOICE is a high-quality product selling at a popular price. It is a complete line including several period models.

Manufactured by expert cabinet makers it has achieved a position of prominence as a sales creator and profit maker.

Also a Full Line of Cabinets Without Equipment.

Write for Prices

It will pay you to investigate our proposition.



The New Style No. 9 is a worthy addition to this

Natural Voice Phonograph Co. ONEIDA, NEW YORK

OTTO HEINEMAN'S TWENTIETH ANNIVERSARY IN INDUSTRY

President of General Phonograph Corp. Associated With Phonograph Trade for Two Decades— Brief History of His Remarkable Accomplishments and Phenomenal Success Here and Abrilad

While Thursday, November 30, was generally observed as Thanksgiving Day throughout the action, it corried with it most it little more authors, it corried with it most it little more that teneral Phonograph Corp., New York, for it marked Mr. Hememan's twentieth annacer sary as a member of the taking machine in dustry. Congratulatory telegrates and letters from his business and personal meads through out the congress and in Europe were received by Mr. Hememan at his home and the day was generally marked by restrictics appropriate to the importance of the event.

Mr Heineman's association with the phono graph industry dates leach to November 20, 1902, when in company with two other yours, i.e., Max Straas and H. Zunz, a table marchine store was opened in Berlin with the impressive capital of \$500 in each i he business grew slowly, but all of the partners were ambinous and they managed to scrape together about \$4,000, with which they purchased the business of Carl Lindstrom A. G., of Berlin The \$4,000 was used as a each payment, with the balance to be paid over a long period of years

From this modest beginning there were tounded two corporations of world-wide fame, for the General Phonograph Corp. with its factories and offices in different parts of this construand Canada, and Carl Lindstrom, A.G., of Berm, with its informs and offices throughout the world, are the direct residence the small phonograph store in Berlin. Mr. Hememan and Mr. Strans have both reased well deserved rewards for their indonistable crougs and plush, but unfortunately Mr. Zunz, who was a brother of Mrs. Hememan, and an executive of exceptional building died in 1900, short catter the three partners had purchased the Lindstrom business.

In 1914 Mr. Hememan arrived in America for the surpose of -'udvie general adustrial conditions for the land from organication, of which he was a managing director, but when the war broke out he was unable to return to turope. He thereupon decided to embark in the plonograph business in this commerciand tounded the Otto Hememan Phonograph Supply to, which took possession of a one room other at 45 Broadway, New York Phirmy the year Mr. Hememan became acquainted with A 6 Bear, of the Gartood Mig Co, Physia, O., who is now a member of the directurate of the General Phonograph Corp., and he and Mr. Bear discussed plans for the production of talking machine motors on a large scale. This had never been attempted here before, but Mr. Hemeiaan with keen foresight and intuition realized that the time was ripe for the introduction of phonographs on a larger scale than ever before. He appreciated the fact that motors represented the most vital part of phonoenter the motor manufacturing billings on at unpress so scale

With this vision as a countation the Cura Brines on Phono rapk Supply Co in the Lore period or three cars with recording on a the largest independent motor manufacture of the world. As distributed the phonomeral successor has compare Mr. Hemertan was a disciplination on the establishment of a great mark tolker.



Otto Heineman

able to secure motors in unfinited quantities. In 1918 Mr. Hememan introduced the Okeh record which, at the present time, is the most popular independent record on the market from the first day that this record was introduced Mr. Heineman had implied both in its name success and although the problems that were encountered were numerous and extremely difficult. Okeh records increased in prestigs and popularity year after year and for 1922 phenomenal sales totals have been al-

In 1919 the Orto Hememan Phonograph Supply Co had increased its activities to such an extent that a new conjurate name was deemed advisable and it was decided to name the company the General Phonograph Corp. Mr. Hememan was elected president of the company and has held that office over since. Under his direction the manufacturing facilities have steadily increased and in addition to Heineman motors, tone arms and sound boxes, the company's products also include Meissel bach motors, tone arms and sound boxes. True

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We would be the thing the transfer to tribunder a complete apaling service to the 1965 (1965) 1966 (1965) 1966 (1965) 1966 (1966) 1966 (1966) 1966 (1966) 1966 (1966) 1966 (1966) 1966 (1966) 1966 (1966) 1966 (1966) 1966 (1966) 1966 (1966) 1966 (1966) 1966 (1966) 1966 (1966) 1966 (1966) 1966 (1966) 1966 (1966) 1966 (1966) 1966 (1966) 1966 (1966) 1966 (1966) 1966 (1966) 1966 (1966) 1966 (1966) 1966 (1966) 1966 (1966) 1966 (1966) 1966 (1966) 1966 (1966) 1966 (1966) 1966 (1966) 1966 (1966) 1966 (1966) 1966 (1966) 1966 (1966) 1966 (1966) 1966 (1966) 1966 (1966) 1966 (1966) 1966 (1966) 1966 (1966) 1966 (1966) 1966 (1966) 1966 (1966) 1966 (1966) 1966 (1966) 1966 (1966) 1966 (1966) 1966 (1966) 1966 (1966) 1966 (1966) 1966 (1966) 1966 (1966) 1966 (1966) 1966 (1966) 1966 (1966) 1966 (1966) 1966 (1966) 1966 (1966) 1966 (1966) 1966 (1966) 1966 (1966) 1966 (1966) 1966 (1966) 1966 (1966) 1966 (1966) 1966 (1966) 1966 (1966) 1966 (1966) 1966 (1966) 1966 (1966) 1966 (1966) 1966 (1966) 1966 (1966) 1966 (1966) 1966 (1966) 1966 (1966) 1966 (1966) 1966 (1966) 1966 (1966) 1966 (1966) 1966 (1966) 1966 (1966) 1966 (1966) 1966 (1966) 1966 (1966) 1966 (1966) 1966 (1966) 1966 (1966) 1966 (1966) 1966 (1966) 1966 (1966) 1966 (1966) 1966 (1966) 1966 (1966) 1966 (1966) 1966 (1966) 1966 (1966) 1966 (1966) 1966 (1966) 1966 (1966) 1966 (1966) 1966 (1966) 1966 (1966) 1966 (1966) 1966 (1966) 1966 (1966) 1966 (1966) 1966 (1966) 1966 (1966) 1966 (1966) 1966 (1966) 1966 (1966) 1966 (1966) 1966 (1966) 1966 (1966) 1966 (1966) 1966 (1966) 1966 (1966) 1966 (1966) 1966 (1966) 1966 (1966) 1966 (1966) 1966 (1966) 1966 (1966) 1966 (1966) 1966 (1966) 1966 (1966) 1966 (1966) 1966 (1966) 1966 (1966) 1966 (1966) 1966 (1966) 1966 (1966) 1966 (1966) 1966 (1966) 1966 (1966) 1966 (1966) 1966 (1966) 1966 (1966) 1966 (1966) 1966 (1966) 1966 (1966) 1966 (1966) 1966 (1966) 1966 (1966) 1966 (1966) 1966 (1966) 1966 (1966) 1966 (1966) 1966 (1966) 1966 (1966) 1966 (1966) 1966 (1966) 1966 (1966) 1966 (1966) 1966 (1966) 1966 (1966) 1966 (1966) 1966 (1966) 1966 (1966) 1966 (1966) 1966 (1966) 1966 (1966) 1966 (1966) 1966 (1966) 1966 (1966) 1966 (1966) 1966 (strp, min a dardy me, and ca white the large to I have present the between mentages the great a Western a collect of the late of the toms I the fem of my constitution sample than tape turp and an above producer II the producer is a be the late of the long of the Dr Kull Pr and the bed the trace Themet per ere in a record to at Harry Kassan and I also cale to the day but rade serve particular such l'avancon late to a recorder to he and a direct is the conir liker of one of a till country lack here haved up were the Print Bloom - was that he was the period of the period serce having and price to a

It is a distance path to Mr. Briss representative that mells the competent of the competent of the competent of the competent of the personal red so the particle of the personal red so the personal red so that of the original rest of the contract of At all of the original fest cores in the exceptive office. Mr. Hememan is an important figure, joining with the member of he start in promoting and will and good fellow-life throughout the organic various.

O. BRIGGS WITH CLAUDE P. STREET

Former Member of Lawrence & Briggs Joins the Claude P. Street Piano Co.

Naturally, Texas, Decreber 7. Othello Brags is now associated with the Claude P. Street Phano Co, which will licreafter carry in stock the new Pidson phonograph. Mr. Briggs has been intimately connected with the talking machine business for the past twelve years. He was until recently a incuber of the firm of Lawrence & Briggs. Mr. Briggs has always been closely associated with masse and musicians in Nashville, having been prominent as a sunger in several or the Nashville choirs.

He is without a doubt a most valuable addition to the phonocraph department of the Claude P Street Pagio Co

GIVES AWAY PHONOGRAPH AT FAIR

Trisy that Dombler & The Brimswick Shop, this city, recently lace away a Brimswick model No. 250 or its hooth the last day of the lacks County Lair. The result was that about 1500 names of further in the city of Ulsa who did not laye a propograph were obtained Several nice sales from prospects, developed in this manner, have been made and the probabilities of mine interest in excellent.

W.W.KIMBALL CO. SERVICE

OKEL Records Records of Quality

Lamed

Wherever you are, our reliable and friendly service will benefit you.

W. W. KIMBALL CO., Wholesale Distributors
306 So. Wabash Ave. Kimball Bldg. Chicago

This means an all-around attention to the dealer's selling problems every month in the year. We have the records—latest "hits" and best sellers. Tell us your needs.

"DECA-DISC"

AUTOMATIC PHONOGRAPH

"PLAYS TENRECORDS CONTINUOUSLY"

"DECA - DISC" enables you to place ten records at one time in the machine, press a button, sit down and enjoy a musical program of your own selection without any interruption.

"DECA DISC" will also play a series of ten records, or any less number, continuously, which makes it a very desirable machine, when

continuous music is desired. Ideal for Dancing, Entertaining and Dinner Parties.



SIMPLE TO OPERATE
THAN THE ORDINARY
TYPE OF PHONOGRAPH

The "Deca-Disc" Phonograph is the first practical machine of this kind ever made for home use.

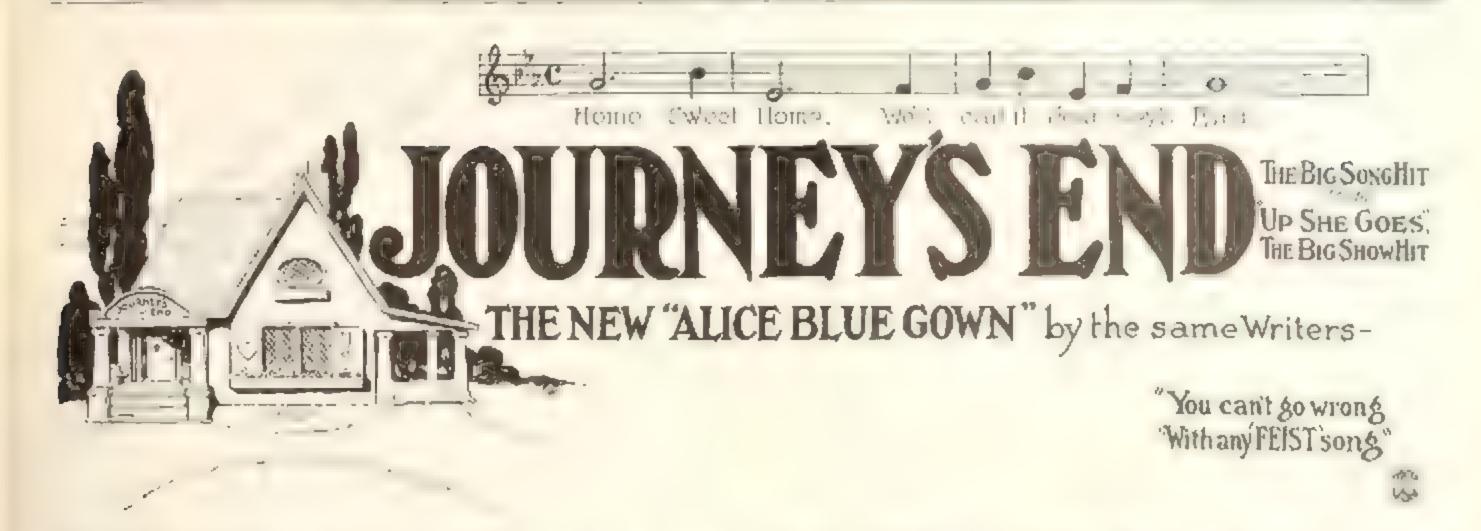
The simplicity of its mechanical construction, together with the rich quality of tone, has made a tremendous appeal to the public.

NOTE—We also build a Nickel-in-the-Slot Machine. Send for Circular of Model E.

MANUFACTURED BY

DECA-DISC PHONOGRAPH CO.

WAYNESBORO, PENNA.



JAMES J. DAVIN JOINS ORMES, INC.

Well-known Victor Wholesale Man Appointed Sales Manager of Ormes, Inc.—Ideally Qualified for New Post—Assumes New Duties on January 2—Popular in Trade

U. I. Price, vice precident and priceful manager of Ormes, Inc., 18 Mass. Laisty seventh street, New York Aictor wholesaler, announced this week the appropriate of Janes I. David as sales manager of the company. Mr. David, who will assume has new duties on January 2 1923, has resigned as secretary of the Remeke-1 llis Co., Chicago, Ill.

This announcement by Mr. Perc. will inidoubtedly be welcomed enthu-iastically by Victor dealers in the metropolitan territory, as
lames J. Davin is one of the most popular
members of the Victor trade in the East. He
has been identified with the Victor industry
since 1914 and during the past nine years ha
won the exteem and transl-hip of every member of the Victor trade throughout the country

In 1914 Mr. Davin became identified with the New York Talking Machine Co., Vector wholesaler, and was a number of their company's staff until three years ago, where in our of the forces of the Remoke Libs to What a mechanism with this Vector jobber Mr. Davie made a specialty of time language himself with every detail of the Victor dealers, problems and in quirements and graduably became reconstitution as one of the best fasted men in the Victor wholesale trade. There was no problem, such, or small, that escaped he attention and he was ready and willing at all times to give the

WHITSIT Cooperation and service to the
Victor dealer has been enhanced by the exceptional facilities afforded us in our new
home. Visit us on your next
trip to Columbus.

OHIO
COLUMBUS

VICTOR DISTRIBUTORS

benefit of I is service and experience to analytic to retainer who could use it. He also mind a detailed study of the possibilities of recent rules of very logical and frequently spent a week or more at the establishment of a dealer in order to demonstrate the practical value and effecting of his plans and ideas.

As sales manager of Ormes, Inc. Mr. Days



James J. Davin

will have infimited opportunities to atthe heaveptional training in the Victor who calculated. Ormes, Inc., has made phenomical progress during the past few years under Mi-Price's able direction and the present sale or ganization is working to splended advantice with the Victor retailers in this ferritory. Mr-Price and Mr-Davin should make a weraing team capable of accomplishing excellent reacts and both Ormes, Inc., and Mr-Davin are to be congratulated upon the constitution of arrangements whereby J. J. Davin rejenters the Lastern Victor field.

During his stay in Chicago Mr. David won many new friends and his only reason for leaving the Reincke-Eills organization is the desire of his family to return to their old home in the East.

WILL SPEND WINTER IN FLORIDA

Mr. But et Si, of the Batler Music Co, Principi k dealer, Marion, Ind., will leave shortly to spend the Winter in Florida. He will drive down in his automobile. He has extensive crange groves there

Disintere-tedness of salesmen is one of the big factors in causing lost sales

AVOID PROSAIC ADVERTISING

Talking Machine Advertising Should Not Be Too Practical—Results of Untair Competition Can Be Minimized Through Advertising

Why do people buy talking rachines and counts? There is only the account and that

the total of the west the less several to of the last of tenter of tenter the desire for a tilking the different of tenter the desire for a tilking the different or tenter of the desire to a tilking the different of as has been easily the tenter to the World many the estate the tenter of the treated in a too passered in a too passered

Although this tast is universally known a large percentage of talking machine advertising appearing in the daily papers is 'prity' to a largerial degree. In most instances there is pothing to spur processive burses to action nor is there anything to awaken a desire for a talking michaie in people who had not thought or busing our Advertisms that restains part and religates to the background the risk scaling points of the background the risk applies to standard that is not processed.

there are same the home an idealers who obtain a large stock of cheaply constructed tall it a machines, lacking both in artistic or described in and reproduces a qualities, who have nothing in their favor but proce, and

the seathe kind or consequences that legitimate the left case overcome, not by clashing prices that there is no prote, but he showing the public through advertising that the quality in strainers, to be priced, is the cheapest in the end because of superior reproducing qualities and sturdy construction. Certainly no legitimate dealer can afford to compet, in price with the dealer who is allow such that Or course there are a certain class of people who will buy this sort of per hand as but the legitimate dealer is better off without this trade.

BRUNSWICK EXHIBIT AT TEXAS FAIR

J. R. Reed Music Co. Wins Second Place for Best lixhibit at Central Texas State Fair

Austry Tyx, December 4—The J. R. Reed Music Co., Brunswack dealer of this city, was awarded second place for the best exhibit at the Central Lexas State Pain. The exhibit in addition to a fill lead of Principal Ephono prophs featured have of the latest Principal Record hits. The exhibit occupied a space of fitty for long by fifteen feet wide. It was by far the next popular spot at the tair and resulted in brun. I much good has ness and many and property is to this popular talking taching firm.

CLEVELAND

Cleverand Mica. Trade Association Plans Cosoperative More to Stimulate Public Interest in Mica. — The Activities of the Month

the masse industry, so that by mated effort public interest in masse may be sticulated, as a probability for the maniedate inture in Cleve and as a result of pains proposed at the last factor, of the Objectand Masse grade Association. At the acting I Powell Jones, director of masse in the Chyclami public schools, offered an estimate to this end. Printarily a paint organization, the Cay land Music Track Association has talking machine factors among its membershap. Some of these are identified with the Normann Object Alleng Machine Deal-track Association.

The proposal for the competative move was made by I deard B. I yours, general manager of the People Mass at Co., Victor who esaler, and backed by General Server Inch! Masse Co., George R. Malsan, Chency Promozniph Sales Co., J. E. Da Breins, Structural, ballact offender Co., H. R. Valorino the B. Dicher's Sons Co., and others in the tilenamental for the mean andustry.

Problem 1. H. Kander, h. of the Oleveland Music I sade Association, and Reviord 1. Hyre, as estable versely of that Yours, will prepare a frogram for a month for most success. This program for a month of laye all brain has of the most example of the fine of the most example of the harmonic fines. It is true of the moltane for they exist, the wild have cut the minimum forms it they exist, the wild have sent in a common for the wild have sent in the contraction of the contraction.

One top that may be considered in this direction where the special continuation by Presdent Levis Metri, et al. Metric & Sons, and Secretary Dan E Baumbaugh, the May Co. talking machine department, of the Talking Machine Dealers Association of Northern Ohio, for the purpose of considering immediate problems in the industry and also to consider trotranscation, wherein all dealers in all makes of distributions will be members. With the accent sharent of this purpose it is probable that the molership of the talking machine organization can be better than doubled. It is not unlikely that committees will be appointed to carry out this thought after the holiday rush business has come to an end

Getting Enough Machines the Problem

Meanwhile, the big problem of dealers here is not on how to close new business for the remaining few weeks of the year, but how to get the mer handise. In fact, it is the opinion of others in Victor, Brunswick, Columbia, Edison, Chency, Vocation and all the other hadn't rakes of machines catering to this terstory that the extent of business depends now war y upon the ability to deliver the gonds At this time wholesalies despair of meeting all or the demand, in fact, in some instances adequate deliceries cannot be promised until after the first of the year tredit must be given so the jubbing exterests for doing their best at this that, but the fact remains that only those retailers who anticipated requirements months ago are in a position to do the best business roa - Das is a logical development

Co-operating With the Retailer

The en operation of wholesale interests with the retail element is well illustrated in the recent accomplishments of the Cleveland district branch of the Brunswick, under direction of Instruct Miniager I 1. Du Breul. The arwas featured in an unique exhibit, an instrument and pictures of dealers' stores, being used in the lobby of the Stillman Theatre. The exhibit was prepared by Service Manager L. I Hughes. At the same time the first of thirty billboards made its appearance in Playhouse Square, illuminating to the people of Cleveland the fact that Brunswick is an excellent instrument.

Ted Lewis and Band Have Busy Time

Equally interesting is the work of the Co lumbia branch, under direction of Branch Man ager S S Larmon. For example, while the Ted Lewis Jazz Band was in town the cooperation of the Studebaker Corp was enlisted, and the members of this Columbia feature were taken to local hospitals to perform in person for disabled war veterans and other invalids, while later they broadcasted, via the Union Irust Co station, music to all receiving stations in Ohio. Likewise, the band was recorded by the Bradley Feature Films and was seen in action at some firty local theatres during their stay here. Columbia dealers gained in record and machine sales in consequence of these stunts.

L. Meser & Sons Celebrate

What many old timers in the business beheve to be the biggest individual accomplishment by a dealer has been the twenty-fifth anniversary celebration by L. Meier & Sons which lasted for twenty-five days.

A tremendous number of new people were curolled in the company's mailing roster, and, according to Louis Meier, head of the tirm. November really marked the start of the Christ may business, and at that it was far alread of any previous year's holiday trade.

The Morer Co started husiness in a tiny store three blocks from its present main store on Clark avenue. In the last two years two more stores have been added. The Morer family personally operates the business. Associated with Mr. Meier are his sons, Louis and Leonard, and his daughter, Lilhan, the latter in charge of one of the new stores.

Rosa Ponselle Sings for Orphans

The local Columbia branch organization is credited with still another unusual tie-up for columbia dealers in providing entertainment for 300 orphans when Rosa Ponselle appeared at Public Hall. Again the Studebaker, and the Cycriand organization as well, provided cars for the lift c folks to ride in to the performance. There was enough human interest in the exent to break it into the local daily public prints—and Ponselle record stock rose rapidly in the c-t mation of dealers and Columbia followers alike.

Many New Stores and Departments

One of the best indications of confidence in the fixure of the industry in this section, shared in by jubbers and retailers alike, is the unusual number of new establishments opened during November and the expansion of others.

beaturing the Brunswick and Columbia instruments the Albambra Music Co has opened are new quarters, about twice the size of the old location, in the Fuelid and East 105th district. In keeping with the spirit of the uptests White Way a large electric Bronswick sign has been erected. An exclusive Brunswack establishment is the Genville Phonograph Co., St. Clair and East 105th, which featured the acquisition of more space with an opening in which an orchestra and local nursical takent appeared At Naples, N. Y., K. D. Bolster has been added to the brunswack list in this territory, and another new hast had dealer is the Hordt Music House, heads of which are trascians with a wide following in local musigni circles

Among new Vocation dealers added by the Vocation Co. of Ohio are the Metzger Bros and the Kenmore Drug Co. at Akron More new accounts have been added by the C W Marshall Co. in the interest of Sonora, and like in proviment is reported by R. J. Januesun for

(Continued on Page 98)

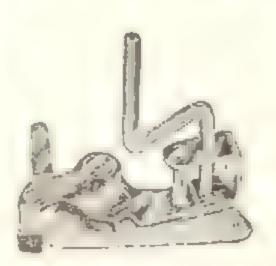
KEEP YOUR NAME BEFORE YOUR CUSTOMERS



Your name imprinted on Simplex and K-E Record Cleaners at no additional cost. A really efficient cleaner and a good way to advertise your business.

Ash us to submit designs.

K-E AUTOMATIC STOPS



The K-E is still the best Automatic Stop made
Because it:
Avoids motor strain
Is not attached to Tone Arm
Low installation cost
No extra parts
Operates all Records.

Send 30, for sumple

Kirkman Engineering Corporation
484-490 BROOME ST. NEW YORK



An Acknowledgment

It is with pride and pleasure that we acknowledge the support and patronage extended to us the past year by the Victor retailers. During 1923 the Eclipse organization will leave nothing undone to earn and justify the continuation of this invaluable loyalty and confidence.

It is our earnest wish that a Merry Christmas be enjoyed by every Victor retailer coupled with a New Year of prosperity and happiness.

THE ECLIPSE MUSICAL CO.

Exclusive Victor Wholesalers CLEVELAND, OHIO

VAN VEEN & COMPANY, Inc.

EXTEND

Holiday Greetings

During 1922, an increasing number of talking machine dealers beautified and added to their wareroom equipment. We speak our appreciation of the large part of this business placed with Van Veen & Co., Inc.

We urge that you make your plans for 1923 improvement now, and assure you that the "Merit Built In" which distinguishes Van Veen products will continue to be our guide for 1923.

VAN VEEN & COMPANY, Inc., 413-417 E. 109th St., New York City

Phone 7758 Harlem

TRADE HAPPENINGS IN CLEVELAND

1 4 4 4 4 45 1

Strand, tollowing a four during the last his weeks through the free territors

In addition to the later will, with which the department opered is now insuchs as as the Halle Bros Council in the Nation Albertady one or the mast musical departments in the Coveland section, to thing in the way of sensationalism accompanied the nationalism accompanied the nationalism accompanied the nationalism accompanied the nationalism of business by Norman II work, department manager. In the programs of the week's concerts of the Coveland Or Lo-Ira adverting is carried featuring the prior placed by the company and usually a mathematical in reason in demand for records of the sign of the prior placed by the company and usually a mathematical in reason in demand to records of the sign of the sign of those week.

for each for the lands that provents but a so to be a permatent to the, to be her her her to and a correct to and a correct to and the correct to an above the correct to a correct to

An Attractive Granby Souvenir

Process on the Heads its income to the Head & Sons Co, and who as is proving to be the best salesman, in the opinion of Head Renault clock, is a miniature Grandy cabinet, with clock, that serves the purpose of a burndon. These are given away with each purchase of a Grandy instrument and much new business can be traced to them the Bruck people assert. The declarate people assert. The declarate people assert.

that it. If Kerneds, district representative of strains is planning to have the factory developed in other beauties.

A PERSON OF THE TEST OF THE

New Euchd Music Co. Store

The tentile store of the Lacket Music Co, I at North street and I suspect avenue, was opened with a radio concert in which several bands played for dewntown or wide and broad astro-tile mass, to all parts of the State. In connection with the resent the Lacket Co added the broadwisk to the Victor, Cleany and other cading cases.

Another new column Lines Supply has been opened by I. W. Rose in the St. Clair-First 105th distract, and still fore Pranswick declars include Kulm hard, studies, and the Pranse Mysic Co. at Indiana, Pa.

Dames Make Store, in Fast 100% street and amount the first of Colombia dealer to order their translate frank Command the William Base Store both or Olevand

We the phonograph decision in Pennsylva, has come to the phonograph decision in Pennsylva, has come to the Concentral detroit and with 1 Ling Brend district in a spec, has been covering the territors in the order of mirror adjacent to Buffaco and Persburgh, given a practical advice to Brunsway a dealers. Brunswayk dealers of Heveland also had the apportunity of meeting there Day caring her recent vise to this city.

New Victor Store Opened

And one the new Victor establishments in this view view is the Michell Hardware Co. Con read to the other way of which Miss Marione

barnhards, exponent of health records, was based to Howard J Shartle, general manager, the Cleveland Taiking Machine Co., Victor wholesaler. A big crowd blocked the street during the performance given by Miss Barnhardt.

During the last six months the business of the Vocation Co has been doubled, in the opinion of C D McKinnon, of that company. Many new accounts, including dealers in Youngstown, Alliance, Canton, Lishon and Coun bus, have been added in the last few weeks.

Kollie's Music House Celebrates

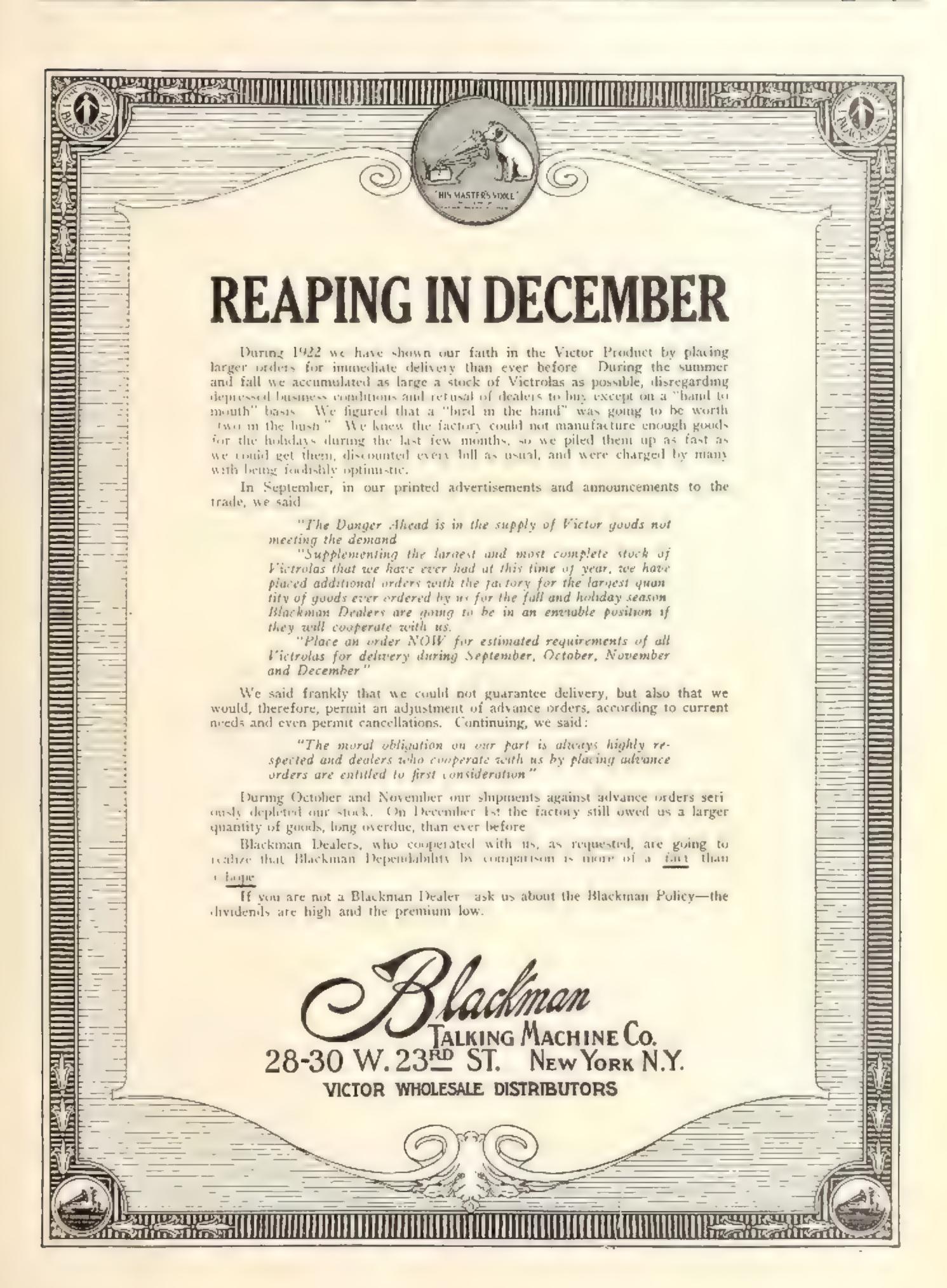
The second anniversary of the establishment of Kolhe's Music House was celebrated December 1—brom a store that was strictly of the anighborhood variety, with a small stock of instruments and equally small stock of records, this is now one of the recognized musical instrument places on the West Side of town. The firm now is featuring the Brunswick lines, although planes, players, rulls and musical instruments of the so-called small variety likewase make it an in-posing establishment. The work of developing the strictly residential musical machborhood in which it is located has been done personally by J. P. Kolfie and his sons. Paul, Julian and Leo, all three aggressive men

The Music Shop, Racine, Wis, is combining the ordinary Christmas Club and the Brunswick Thent Dark and is getting good results. The prospect stans up for a Christmas delivery and part \$2 for week unto that time and then a regular contract is filled out.

OKER Records

Complete stock of records in all languages Let us show you how to build up your record business

THE RECORD SALES COMPANY
1965 E. 66th Street CLEVELAND, OHIO



Mid-West Point of View

To the property of the difficult to speak

Pleagh In teat of Dailes ne complete the stall and ne complete the stall and ne complete the talking in obline industry in any the Chinatan section. One thing, however, one in the many many in the stall merchants.

the lessons that' the control of the additional during the first six months of this in the shown the effect the prophowish whom they deal are artia- and an end of more a this version of that what in technical to the metric of the new public country and has are a fear and maps. Excellence of the preschants who have perand the tather than the surface apply it have respect no on the vart. There is one from a serie the talking machine or early apart to a decrease a contract the decrease and the second term of the second term of the second term of the second terms of the second t Percar only one trop of wall to one usaligne merchants, some of hen at any rate and that is that they do not know how to do anothing better than the constructs. Now surface scrattlining is affixory well so far as a goes but a for not go far. The scratch The surface of sales is not your difficult, but no one has the right to as that the head to be neploughed when it has scally only been Part well. We are doing to the be uses of ours much better than at the test let year to both thought we should ever do again. but till we us not college of any anto the great regions under the errace. Ho has residents descally hying to find ways of exacting the research of the second the operagoing class, the mesic lovan storogeness of a forcin different races and all the red of the percent because on which one great comnegative area missile recipionable. How many merchanits are All concessiones, escent to the white people concern, and a few cords when prode the is the monthly billetins ask for them. But that i such oces, atchies. Now what we need and all we need, ार राजा है जिल्हा मार

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the Consule Loom The old randles and coing out more and more and more are now tryour as the conselectatebric is not not example these new favorities at it the principal tryouts. There is to lay a general demand

The problem of the consistent moderate prices and we sincerely beging that this fame of the construction habits by the maintain may a fill to be a set of the consistent matter mail probability receivers the execution is when the majority of taking matters in the contract of the contract of the good broking, it can be a fine to be a contract of the sound of adequate appropriate to the contract of the contract of the there should be a temporary sound for each of the law of the law of the theorem of the three should be the probability of the first own of the law of the considered will be the probability of the first own of the law of the considered on its after the collection of the contract and artists in the collection of t

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perially endeared to the Middle West and whose loss will not quickly or easily be made up

WE take genuine interest in the publication known as. Steger Magazine" which from time to time issues from the offices in the Steger

Steger Magazine and C. E. B. Building on our from Corners and proceeds to enlighten the rest of the world and us on the doings of that remarkable little community of workers which centers both in that building and in the

corporate town of Steger, where Steger phonographs and planos come from It is quite an astomshing little magazine, too. Published primarily, as is evident, for the entertainment of the staff, and filled with news about them and their doings, it contains always pithy articles from good wiccis on all sorts of subjects, by no means of the dry "business" character. Of all things dry in the world, the direct the volves intended as the average "business" article, savi perhaps the average "inspirational talk." Some day all makers of inspirational talks' will be shot at smirise; then we shall all be happy. But "Steger Magazine" is not that kind of a magazine. It inspires without being inspirational; which reminds us of one Charles F. Byrne, chief (we suspect) conspirator and principal egger-on of Lattor Sharwin Murphy. Now friend Byrne is a scholar as well as a luisness man and will thoroughly appreciate what we are after when, with a slight paraphrase to make it fit, we say of him what Quintilian said in one of his essays on oratory: "ita editori bene divisse tinis est". Gents who desire to have the translation may obtain the same by applying to C. E. B., Steger Building, Waba I and Jackson. We might mention that there is a useful lattic story in the current storo. Magazine on needle pressures and reproducer weights. Some folls will appreciate the information there corrected and find it of practical and personal benefit.

We are in receipt from To Chicago Talleng Machine Co of a new list of records now available in this country, made by artists

Congratulations to Victor! who have so far not appeared in the U.S. A. We are glad to see this, for among our most cherished pessessions are catalogues of European record armatachiters and some of the produc-

thous of the same. We are, therefore, in a position to say that there is a wealth of wonderful music made abroad not yet available to American consumers through ordinary channels. It is most interesting to learn that, for instance, Andre Chemet's exquisite violin playing is now to be had by American purchasers. Here is a remarkably large and frintful field for cultivation. May there be many more of their welcome and thirdy bulletins month by month.

The man recursion of deepn and Chenica to Sir Harry Lander, whose good Scots name the fowk was a be calm Londer. In fact

Well, Well Sir Harry! Harry is not I under but Lorder or rather Lorreder, and we have been having him in Chicago. The fact that he is a Victor artist naturally gives us a

chance to be at Pointe Sco land again and also brings this paragraph right in place after the gloritication we have been doing of the eminent haropear high-brows. Now the writer of these more or less withy lines is sometimes subjected to the accusation of being high-brow. But he admits that it is hard, not to say impossible, to withstand the charms of Tobermory. "Well, "theer's ither Scots i Chicagey forbye me" and they all went around to the theatre and whooped it up for the bitle coincidant with the bow legs, and then went off to the Victor shops and langht Lander accords till the Victor dealers had to order Lander, Lander order (at thymes), fast and furiously All of which leads to the terse remark, considerable tre-up) or may we say "quotesic rappeochement". Which is what we used to say in that dear Parce. Meanwhile, Merry Christmas to all our readers, and that means the trade at large!

From our CHCAG CHEADQUARTERS REPUBLIC BLDG., 209 SOUTH STATE ST. TELEPHQUE WASASH 5242

EDWARD VAN HARLINGEN

WILLIAM BRAID WHITE

EUGENE F CAREY

ARTHUR E. NEALY

SNYDER

Chicago, Itt., December 9—Time and again we have heard the expression that competition is the life of trade and we have always found this to be true. That being the case, we are ready to say without blushing that Chicago is to-day the livest center of competitive activity.

Each year at the beginning of the holiday season we like to give out some statement regarding business. If it is good business we give the reason, and if business is bad we also tell why. In the majority of cases dealers were wont to complain that business had fallen off to some extent for various reasons, such as, for example, the condition of the weather and that consequently the Christmas spirit was lacking. This year nothing at all whether good weather or bad, sun or rain, Christmas feeling or what not is causing the dealer to sit down and play the waiting parate as of yore The dealer has real competition to meet this year and he knows it, consequently he is out after business. He knows that it is there and he also knows that if he does not get it someone else will. Therefore, he is up and at it.

Now, to get back to competition. As we said before, there is keener competition this ear than we have ever seen. This is making business good. During other seasons in the past, when business was good it was not due to such keen competition. In fact, competition was practically order-taking today there is no order-taking. Selling counts and selling is being done.

Financial statements indicate that has ness in general is except on the good. The bankers

show by their statistics that savings depositare larger than ever before in lustory toramercial men by their statements show that the factories are working at top notch fabor statisticians show that there are one hundred jobs for every ninety-six workers. This latter Statement is significant, meaning that at Illinois there is a shortage of labor. It also shows that manufacturing plants are working to capacity with practically full forces, the difficulty being that for the time being there are not enough workers to go around. This, in a nutshell, is the situation in this territory. Just what prevails in other sections of the country we do not know, but we believe from jumperwe have heard that other sections of the United States are affected in a similar way

We are not triing to maply that there is a boom throughout the country. What we are trying to point out is that we are going through a readjustment period which is stimulating business and bringing us back to nor maley Manufacturers and dealers in musical instruments, however, must not take it for granted that we have completely readjusted ourselves. We have not, for the simple reason that the music industry is always one or the last to be affected by any boom. As a general rice we get our share of generally increased business from three to six months after the balance of commercy reaches its normal period There are still some things to be considered before we have weathered the storm and have come safely into port and we must, therefore, keep a wrather eye out for submerged reefs

We know from past experience and all years ton contents of operations sent up, all ways happens and it is the retorn for a large continue our conscinationers for a sylvelonger.

brom reports around the street or gother that the portable and con ole me has a cohaving exceptionally good said. In high the consoles selling at popular prices are popular very armny this season. We have and just 2 Stituation in convole business guring the 955" year or so and from all we can been around the city we can expert still greater artists. in consoles for 1923. Some of the contained are putting out some mighty good their struments of the convole type which will be offered to the trade at proces latherto inheard of The designs wall be of the straight hie character, devoid of all fancy work, but construction will be exceptionally good and so will the equipment. The same applies to port ables. They are getting smaller and better At present there are quite a number of companies contemplating the mail he fure of portables during the coming year and nom a , appearances we may expect than hewcomers on the market before long. As records these port ables, it mught be well to say here that their mammacturers are breaking away from the "seasonal" idea and are done oversthand her can to make portables an all year proposition

Baldwin Takes Sonora

The Sunday editions of the various daily papers in Chicago recently partied imposing (Cartonal in page 192)

THE ORO-TONE

This Arm is adjustable in length from 8 to 9½ inches, and adjustable in height up to ½ inch.

Extremely sensitive b a 1 l bearing swing or arc.



MAY WE SEND SAMPLE ON APPROVAL AND QUOTE PRICES?

THE ORO-TONE O-G CONCERT ARM
With Angle Throw Back Insprovement

The Last Word in Scientific Tone Arm Reproducer Construction

If you are in the market for a tone arm combination that has splended eye value, that is perfect in operation, that produces a jower toll deep rich tone quality, that will give continuous service free from complaints, you will be interested in a personal inspection and demonstration of this concert equipment which we are offering at a price that we believe will appeal to you in connection with quality list standards.

DESCRIPTION

No. 16, base; No. 15, large elbow, No. 5, adjustable length extension, No. 6-9, floating throw-back elbow. M, height adjustment screw.

L, single ball bearing; S, fixed stud in large elbow. E, stop screw for swing or arc of arm, also hold base to large elbow. C, length adjustment screw. H, assembly screw for No. 4 telescoping extension and 6-9 throw-back elbow; I, hard fibre washer to insure perfect joint alignment and prevent shake or rattle, G, lock screw to prevent assembly screw (H) from working loose

THE ORO-TONE COMPANY

1010 George St., Chicago, Ill.

Manufactured in Canada under the trade name of ORO-TONE-BANFIELD by W. H. Banfield & Sons. Ltd., Toronto.

FROM OUR CHICAGO HEADQUARTERS-(Continued from page 101)

the country of at the postura line has been the country to the latter eight of the form of the arrangements with a Smorth few and Baldwin sales forces seem to be very entire a to a fact Smort possibilities and are here to the sea into a year active sell the second

The hardon, to has planned a comprehensive advertising uniquent in the interests of Sonora and this will entry on for the next three meets. The president copy in the daily papers just referred to carries that there is no just referred to carries that the showing copy in the hards there is no care, Marquette and Pembrook in different in the first in their tills have the haldwin to "watched the plane mental growth of the Sonora's events in the result popularly, and feet the public's measurent denied for this superb instrument."

Snappy Kimball House Magazine

The electriber issue of The Musical Heraal, with its a propositional paper published by the W. W. W. Kunban die for its dealers, is more reposition than ever letter and contains ever eat articles, and point infollowing Machinered to the policy and point in time and effort that must have a reasonable attention in time and effort that must have a reasonable affects on topics of particular propositional authors there is one few red to the factors of the Kinbal Prance to which will interest music dealers. Includent the country of the Kinbal Prance dentity will interest music dealers. Includent the country of the Kinbal Prance dentity of the Kinbal Prance dentity of the Kinbal dealers all over the country of the Kinbal dealers all over the country of the fittle magazine.

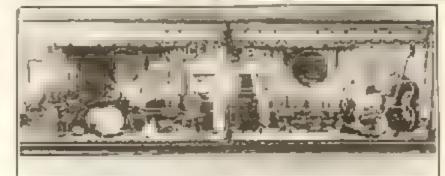
Hoot Mon! Harry Lauder's in Town

dieg brances in the discussion section took designation of the appearance of Sir Harrical Cauder of the Studebaker Theatre during the week starting Nevember 27. Some of the deal ers devoted entire woodows to Luader displace

and had not only his picture, but his entire list of twenty nine Victor records on display. The Victor dealers made up their minds that they were going to sell I ander, and they did it with very satisfactory results.

Bennett Twins and the Okeh

The bennett twins from Al Jolson's show, 'Bombo," while going through the Loop the



Consolidated T. M. Co. Window

other day noticed the window decorations of the Consolidated Talking Machine Co and stopped to complete it the sales department on the display. The young ladies are person-



The Bennett Sixters

ally acquainted with several members of the sales force and spont some time discussing the new song, "Stop Your Kiddin"," which was

dedicated to them by the Mills Publishing Co and which will appear on Okeh records

Both young ladies are Okeh enthusiasts and before leaving the Convolidated headquarters they consented to pose for a photograph. The Consolidated sales force then took a large Okeh record display card from the show window and the twins posed with it between them As can be seen from the face of the card the publicity is directed towards Vincent Lopez and his Pennsylvania Hotel orchestra, who play exclusively for Okeh. The purpose of the window display was to popularize the Pennsylvania Hotel orchestra and it was put in by C. M. Rickoff, retail sales manager of the Consolidated Co. The window is laid out so as to show the public exactly what instruments are used during recording and they are placed just as they would be in the recording foom while seconding is going on. The mstruments were taken from the stock of the Consolidated Co.'s small goods department Mr. Rickoff is a newcomer with the Consolidated to a retail sales force and was formerly with the Grand Forniture Co., of Racine, Wis

Besides handling the Okeh and hidson records and a full line of small goods the Consol dated Co's retail branch handles Edison and Briniswick phonographs and records. Co-binchia Orafonolas and records and Strand talk in a machines

Now With the Consolidated Co.

S. A. Burro'l, who for the past fourteen years was connected with the Columbia Co's Chicago branch as credit manager, is now associated with the Corsolidated Ta'king Machine Co as manager of its credit department. Mr. Burrell is one of the most experienced talking machine credit men in this section of the country and is personally known to many dealers.

Tie-up With Brunswick Artists

The appearance of the three Brox sisters, ex bisive Brunswick artists, with the 'Music



"Built by tone specialists"



国政员信任后的国际国际国际国际国际国际国际国际的 5.5 mm 1.1 mm 1.5 mm

Magnola Style Louis XVI

IN ITS SEVENTH YEAR OF STEADY SUCCESS

4 Cabinet Styles:

Mahogany, Walnut and Oak Finishes.

Patented Tone-Deflecting System:

Unsurpassed Workmanship.

Vertical Record Filing:

Mechanical and Acoustic Equipment Beyond Criticism.

Write for our Revised Wholesale Prices

Magnola Talking Machine Company

OTTO SCHULZ, President

食食是食物的 医生生生生 医生生性 经收款 经投资 经股份 经股份 医生生生生生生生

711 Milwaukee Avenue

Chicago

<u>Water to the letter of the first of the contract of the contr</u>

FROM OUR CHICAGO HEADQUARTERS—(Continued from page 102)

Box Revue," which recently arrived in this city from New York, and is now playing in the Colonial Theatre, is proving profitable to local Brunswick dealers who have tied up with the show. Increased sales of records made by these three popular artists are reported by the dealers who are featuring them in window displays and advertising.

Strand Going Big in Chicago

The Strand line of talking machines is gaining increased popularity throughout the Chicago trade and many new accounts have been opened by the Consolidated Talking Machine Co, which represents this well-known line of instruments. E. A. Fearn, head of the Consolidated Co, gives out the information that the new \$100 and \$175 models have met with favor from the Chicago trade and that the two-toned wood effects in walnut and mahogany have created much admiration. Mr. Fearn has returned from a three-day trip to the Kansas territory.

Whiteman Appears Here

One of the biggest turning-outs that Chicago has ever seen happened at the Bal Fantastic, Chicago's big annual charity ball held at the Trianon, December 5 The Trianon is Chicago's big new dancing palace at Cottage Grove avenue and Sixty-second street. The feature of the occasion was none other than Paul Whiteman and his orchestra, exclusive Victor artists, and it is said that this engagement, which lasted for six days, netted Mr Whiteman and his organization \$25,000. There were thousands of delighted Chicagoans who attended during the stay and the Victor dealers for miles around knew that such would be the case. The result was a tie-up which moved more Whiteman Victor records than ever before

Gala Victor Day in Chicago

December 1 since was a galarity at the cago so far as Victor dealers were concerned. The day was made possible by the splended Victor December supplement records, which

contained a special list of symphonies and tamous artists. These records brought many new and old faces to the Victor stores as they were with few exceptions made by artists and musical organizations who have not appeared in this country heretofore, but will be the means of bringing to masse lovers main artists whom they might not otherwise have had an opportunity to hear. Emment violinists such as Thibated and Chemit were among the artists whose records appeared for the first time. There were also must exceptionally fine new records by Challapin.

The Victor dealers were also supplied with a great quantity of eight-page booklets and hangers featuring these records and they lost no time in sending these out to all customers and prospects.

Kimball Hall Broadcasts Organ Music

What is said to be the first radio organ recotal ever attempted in this section was carried out recently by Hugh Porter and Franz Wag, ner at Kimball Hall from the Kamball concert organ. The concert was relayed to KYW station and themas broadcasted. Four numbers were played in two groups during the hour. The first group consisted of Dickinson's Beres use and Walmer's Pilgrim Chorus, the second of the Military March by Flear and the D Major Aria of Bagh. This last number was for sulo 'cello with organ.

It is said that the organ furnished splended music over the radio and that the reproduction was exceptionally clear. Similar concerts are planned two or three times each week

Local Orchestra With Okeh

The Chicago Orchestra, one of Chicago's zerotest dame orchestras, which plays at Guyon's Paradise, has just returned to Chicago from New York, where the men went to record exclusively for the General Phonograph Corp. The records they made for the Okeh include "Silver Swaner," "Lust, a Wonderful Girl," "Lovin' Sam," "I'm Through," "Isle of Sweet

hearts" and "Hawan" The Cheare Only to a one of the most popular much depositions that have ever been perceived to Caspage's parcents of the given and about a nonnegative made at Chayer end, and he relieved by Okel there was read only only a line of the dancers.

Unico President a V sitor

Rayburn Cark Smitt, president of the Construction Lot, was a case to a clear trade during the part wich. Mr. However, his way to Didn't and the Constitutions of the Smitt have been a related to Memorapolis, where he visited the Form & Waldo establishment, which is been rentired by the Unit Construction to Mr. Spoth and the pates returned a local quarter in the fact about Christmicatine.

Fire Impetils Consolidated Co.

Hotel at 2 o'clock Sunday afternoon, November 26, damaged several adjacent buildings among which was that necepted by the Consolidated Talking Machine Co. The Franklin Hotel is located at 29 North Franklin dreet, just around the corner from the Consolidated Co's building at 227 West Washington street. The rear of the first and second floors of the consolidated Co's building was scorched up to quite an extent and the goods in the basement and the first and second floors were son ewhat damaged by smoke and water.

New Record Shipping Device

The Universal Utylyty Units Co, of this city, manufacturer of the Universal automatic record container and automatic record holder, has just perfected a new type of record shipping device called the "Safter Shipper," which is made both single-faced and double-faced of corrugated straw board. It is compressed or cut out slightly larger than the size of the (Continued on page 104)

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The Phonograph of Marvelous Tone

1923 Greetings

Vitanola is Splendidly Equipped for the New Year

Now, in our immense Saginaw, Michigan, plant, we have co-ordinated all Vitanola activities, including the moving of our general offices to Saginaw from Chicago; and it works out to your advantage as well as our own.

In Saginaw we have always had and—now that all Vitanolas will be made here—will have in increasing degree the benefit of skilled labor at a fair price. The men who work in our Saginaw plant, many of them. have been with us since our beginning. They own homes, and are skilled artisans who work because they like to create something worth while, not merely because they are compelled to hold a job.

In this big modern factory, then, under one roof we shall continue to produce the VITANOLA with the thought in mind that to-day the American public wants phonographs as badly as ever. BUT the quality and the price must both meet rigid competition. At the same time the dealer's interest must be protected.

Write to us to-day, and find out what all this means for you. DEALERS who know have said to us

"It is Easier to sell Vitanola Than to Compete With It"

Vitanola Talking Machine Co.
Saginaw, W. S.
Michigan



No. 43-List \$125,00
Write us for DEALER'S price

FROM OUR CHICAGO HEADQUARTERS—(Continued from page 103)

to row and the nemptiny states it takes the then, prosent of an ablew or weight from the residue to allowing the resident, - ' . Fiel o'r adions and packing to aberb we have as weight work against the e to a country in trans-t

it a record to produce two sizes of the Sate Stort one of which will carry from and to three mentile and the other from three to ten report. The company is making a -for a - les drive in behalf of this shipping for a stating that no supplementary wrappro to needed and that it is the s approved to the postal a thorries

Frank Bacon's Voice Preserved

" tr S ride : a P No caber 19 Frank Pa on providence in the contraction of the second , can it in at his case in "I all tour " had stow I combusted, at the Blackstone Theatte m (hange | the ran of ' ghtmin' has brown all rewards of continuous performances at this theatre

Frank Ra. on, according to many of the oldtime theatregoers of this section, was the greatest American actor since the days of Thomas Jefferson, and some even assert that he was superior to Jufferson. His passing away affected the Chicago theatreguets as greatly, perhaps, as would a national calamity He had made many friends here and was loved by all who had seen him.

Although this great man has passed out to the Great Beyond his voice will continue on into posterity. This is maile possible by the toresightedness of the Acolian Co, which is said to have been the only company that ever recorded I rank Bacon's soice. The Aeolian On recurified Bacon's famous "Bec Story," as well as the narration of the "Reno divorce court both these interesting stories appear on Vo. show record No 14224 Another Acolian record, 14245, contains Bacun's story of "Me and Grant" and "Lightnin' Bill Jones escape from the Indians" When news of Frank

Bacon's death was made known to the nublic H B Levy, manager of the Acolian Co's big branch, lost no time in organizing his dealers for the purpose of putting in mourning win dows in honor of the celebrated actor. Frank Bacon's funcial was held from the stage of the Blackstone Theatre and there were very few Vocation dealers in town who did not display the Bacon Vocation records as well as the picture of the great actor

Sterling Devices Creditors' Meeting

The Sterhag Devices To held a creditors' meeting on November 16, to which all creditors were invited It was brought out that the total indebtedness is \$20,318.52, against tangble assets of \$20,502.51 It appears that the assets consist largely of dves and special material which would bring at a forced sale only a few cents on the dollar, whereas by finishing the material on hand and disposing of all completed Sterling products there can be had sufficient profit to pay off all indebtedness in full, provided, of course, that sufficient time is allowed by the creditors.

It was therefore resolved by the creditors that Sterling Devices be granted one year's extension on their indebtedness. From present indications all creditors will agree to this resolution and the company will continue the business of manufacturing Sterling Devices, Sterling I'dison Attachments and Sterling Radio head-sets, as heretofore

Steger's Talk on Needle Pressure

Those who have paid attention to the requirements of a tone arm know that the pressure of the needle point on the record has much to do with the playing and life of the record. Talking machines with the round jewelpoint needle must have a heavy reproducer in order to make the ball point follow the grooves. of the record, whereas the machine which has a diamond pointed needle must have a lighter pressure. Instruments which use thre, steel or brass needles play best when carrying a me dium weight on the needle point. In order to effect the best results inventors have brue after time brought out various ideas for assuring proper weight. In the Autumn number of the "Steger Magazine," house organ of the Steger & Sone Piano Manufacturing Co, there is an interesting editorial concerning the method utilized in assuring proper weight on records played on the Steger talking machines. The editorial in part reads. The Stever phonograph has gone the ordinary talking machine one bet ter, because the patented Steger weight-regulating device incorporated in the Steger tone arm controls the prossure with which the reproducer lights on the record. This feature is exclusive to the Steger and not only prolongs the hie of the records, but permits the playing of all makes of seconds with the exact pressure on the accide point, just as they would be played on the phonograph that they were originally intended for, thereby insuring correct reproduction of every tone and but of sound.

"The weight of the reproducer is adjusted by means of a small lever on the elbow of the tone arm This lever is set by pulling out the knob and inserting it in the proper slot There are no parts to change "

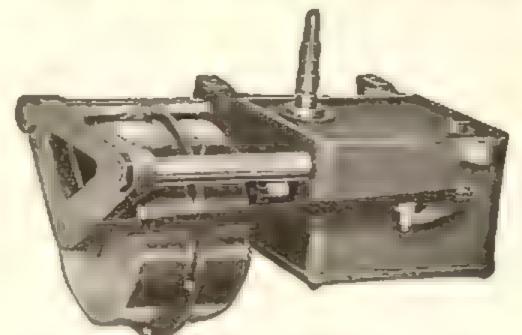
Sonora Ad Campaign

The Sonora Phonograph Co. Inc., o: Illinois, recently inaugurated an extensive advertising campaign in the local new-papers and L Golder, sales manager, is busy jutting things in shape for the rapidly expanding business. The present advertising campaign will be augmented in the near inture if the present plans are put in effect. Business with this concern, due in great measure to its fine publicity, is of excellent and growing volume

Generation-old Litigation Dismissed

One of the most interesting lawsure in the annals of Illinois courts has just been dismissed (Coronical or page 1995)

BEAU BRUMMEL In Squeaky Shoes!!



AN EXQUISITE CABINET WITH A CRUDE MOTOR

A thing may be durable and yet most objectionable.

Not so long ago, all motors were noisy. The coffee-mill-like winding sounds and the mechanical sounds of the motor were the accustomed though annoying prelude to an operatic air.

Today, instruments equipped with our enclosed, automatically lubricated motors avoid this objectionable defect. Not a sound No intrusion of mechanics into the artist's offering, they are musical instruments-not machines.

Also, manufacturers were accustomed to bear a certain amount of bother and expense due to motor troubles after their instruments were sold.

Most of the makers of fine Phonographs now use our equipment, their motor troubles are forgotten, their costs as well as their overhead expense are reduced, and their cabinet work, no matter how exquisite, is matched in refinement and quality by the mechanism inside.

Let us send samples for trial at our expense to your Mechanical Department. See for yourself just what we offer at less money than you are doubtless now paying.

Let Us Furnish You Samples

United Manufacturing and Distributing Company CHICAGO

536 Lake Shore Drive

The district to a filter

WARNING!

Infringement Notice

HE trade and the public generally are notified of the issue by the United States Patent Office on November 14, 1922, of Letters Patent No. 1,435,660 for Educational Appliance. This patent was granted to Wallace Institute and covers, broadly, the invention of the popular Wallace Records and Charts. All forms of appliances comprising a phonograph record having instructions for physical exercises recorded thereon combined with any sort of an indicator or chart illustrative of such exercises infringe this patent.

Dealers who sell and all who use records and charts of the character above described, unless they be the Wallace Records and Charts, are liable to Wallace Institute for infringement of its patent. This is true whether the records and charts are made by the dealers or some one else.

All dealers are now called upon to cease the sale of infringing devices under penalty of suit for injunction and accounting for profits and damages.

that Wallace Institute possesses proprietary rights in and to the trade-mark "Reducing" when applied to talking machine records, evidenced by Certificate of Registration No. 160,758 issued by the United States Patent Office, October 24, 1922.

Dealers selling records under this trade-mark, except they be the Wallace "Reducing" Records, also render themselves liable for infringement thereof.

Violation of the rights above specified will not be countenanced, and warning is given that all infringements will be vigorously prosecuted.

WALLACE INSTITUTE

Chicago, December 1st, 1922.



FROM OUR CHICAGO HEADQUARTERS—(Continued from page 104)

It is said to have been the oldest pending htigation in the Supreme court of thinns. It seems that twenty seven years ago the estate of one frederick Atwood filed a suit for \$500.00 against the W. W. Kimball to Three times the suit was taken to the Appellate Court during the litigation, of which the total cost is by now in the neighborhood of \$5,000.00. The case recently came up again, when it was discovered that neither of the litigants knew anything converning the circumstances in the case, for in the interim attorneys for both sides had died

Announces Record Candies

W P White, who was formerly connected with the sales force of the Chicago Talking Machine Co, has started out on a new venture which he believes will make a hit with the talking machine trade. During his long experience in talking machines he has made a careful investigation of all things practical for sale by the talking machine man. He decided that high-grade bon-bons were in constant demand at all seasons of the year and after coming to this conclusion figured out a way whereby the talking machine man could cash in on this extensive trade. He therefore brought out a round metal candy box, the lid of which simulates a talking machine record. They are in various colors, sed boxes with red center labels for V ctor dealers, blue boxes and labels

6111 Winthrop Avenue

for Columbia and green boxes and labels for Brunswick dealers. Facsimiles of the various record labels are enameled right into the lid of the box. The box is packed with highgrade candy, with room also for the counter cards supplied by the various talking machine companies to their retail dealers.

Sophie Tucker Welcomed

One of the warmest receptions that was ever given a vaudeville artist by Chicago theatregoers was tendered to Sophie Tucker on her appearance at the Palace Theatre during the weeks of December 4 and 11. Miss Tucker pleased her audience with many new songs and requests for her old favorites were many

Miss Tucker is one of the most attractive singing artists who have ever appeared in Chicago and has the distinction of holding down the Palace Theatre for two consecutive weeks and playing to packed houses. Needless to say, a great amount of publicity was given to the Okeh records, for Miss Tucker is an exclusive Okeh artist who certainly knows how to hoost and is not at all backward in doing so.

Tonofone's Fifth Birthday

November marked the fifth anniversity of Tonofone's introduction to the trade, for five years ago this month the first Tonofone needles were offered to the trade. As an actual fact, however, Tonofone came into being about seven years ago, but before it made its debut

CHICAGO, U. S. A.

to the trade the inventors spent two years in trying out and perfecting it. It was, we are told, the first needle of its kind to be put on the market. Its originality was based on the fact that it was a two piece affair, having a brass shank, to the end of which was swaged a fine, resilient, non scratching, flexible point The purpose of the aredle was mainly to give the talking machine owners a needle that was really semi permanent and which at the same time would not cut up or scratch the surface of the record. In this we have reason to beheve that Tonofone has been successful, as numerous testamounds are on hand from all parts of the world attesting to Tonofone's merit. Now to get back to the original story. November dues do things for Tonofone. It marks its fifth anniversary, as has been before stated, and at the same time it heralds the introduction of Tonofone's little sister. The new needle will be known as the loud Tonofone and the inventors of this needle claim all the good points of the original Tonofone with the addition of loudness. In this particular instance the Tonofone Co claims that the new Tonofone needle will give an intensity of sound fairly comparable with what is given out by a full-tone steel needle

Oro-Tone Broadsides

The Oro-Tone Co, has started on a publicity campaign by means of which it intends to reach every possible user of tone-arms and Edison attachments. The tone of the broadside is directed to their O-G arm and O-I concert reproducer. A feature of this Oro-Tone equipment is its adjustability as to length and height, this being controlled by set-screws. This particular arm embodies the improved angle throw back principle, which permits the reproducer to clear the tone arm when thrown back, regardless of whether it be in position for playing hill-and-dale or lateral-cut records

The broadside shows a hand-ome cutaway illustration of the Oro-Tone tone-arm and small arrows point to the various features. These arrows are keyed and a reference table is printed directly beneath the illustration. The small thumb-nail, mechanical diagram printed immediately under this larger illustration shows, by means of a combined photograph



N. B - Universal, Unit-Backed, Regular Albums, Flat-Opening, Uncut,

Unpunched, Full Stock Strength, Leaves.



FROM OUR CHICAGO HEADQUARTERS-(Continued from page 106)

and pen drawing, exactly how the throw-back works. It is most illuminating

Another Beautiful Store

One of the most elaborate retail stores which has been opened in Chicago in the past few weeks is the A Schlessinger store at 623 West North avenue. This new place of business occupies practically an entire building and boasts of the greatest number both of talking machine and piano demonstrating booths, record and roll hearing rooms contained in any store on the northwest side of the city. On the first floor are something like eighteen talking machine booths and on the second floor a dozen piano booths. The intrushings and fixtures are very elaborate and up-to-date. The Schlessinger store handles the Victor and Columbia lines of talking machines and records, as well as a complete line of Okeh and Odeon records.

Tie Up With Opera

Now, with the coming on of the opera season in Chicago, retail dealers here have lost no time in calling the attention of the public to the fact that excerpts from all the operas being offered this season can also be had on records. This publicity is instrumental in causing quite a run on classical records in Chicago. Those dealers here who carry lines of records embracing the operas now being given at the Auditorium are getting the lion's share of the husiness.

Many of the "opera windows" seen through out Chicago are taking advantage of mechanical attractions, such as for example small reproductions of the interior of a theatre, with the scenery being constantly changed. Many of these little mechanical theatres show the proscenium-arch, orchestra pit and drop-curtain. The curtain is automatic and each time it rises a new stage set is seen, together with little paper cut-outs representate the various characters seen in operas such as "hobeinging," "L'Africaine," "Carmen," etc.

Thomas Head in Town

of the Thomas Mfg Co, Dayton, O, paid a visit to the Thomas Mfg Co's Chicago office in the Republic Building during the past week, making a survey of the Chicago trade, which he found very satisfactory. From the standpoint of their own activities Mr. Hall stated that the Thomas Mfg Co was up and at it and doing everything it could to keep up with orders.

Brunswick Wholesale Stock Low

A. J. Kendrick, general sales manager of the phonograph division of the Brunswick-Balke-Collender Co., gives out the statement this month that the talking machine division is working at top speed in an effort to catch up with the demand for Brunswick machines. The stockroom is practically cleaned out of all models and of the entire hig line there are only seven models of which the Brunswick Colhas a reasonable stock.

The trade has been in a more satisfactory condition this year, according to Mr. Kendrick's views, inasmuch as dealers are now doing their December buying early, whereas last year they waited until almost December before doing their buying for the month. In previous years it has been customary for dealers to anticipate their wants months in advance, but owing to unsettled conditions for the past several months dealers in all lines of merchandise have been extremely conservative. Just now, however, matters are much more satisfactory in this respect—a gratifying development.

Jewel Activities

The Jewel Phonoparts Co, of Chicago, has announced three new tone arms, the first of which, Model No. 3, was formally announced to the trade during November. Model No. 4 will go through in December and the third model is scheduled for intruduction in January.

Many new and important features are to be found in these new tone arms, one being that for Edison record playing the reproducer turns position. In other words, the reproducer faces the record horizontally when playing Edison re-creations.

Another feature in the construction of this tone arm is that it also permits the reproducer to be thrown back, but in such a position that there is absolutely no danger of its being injured should the hid of the talking mark-are be let down. These new tone-arms, as well as all others of Jewel make, are produced in eight and one-half, mue and one half and ton and one-half inch lengths. The reason for this, according to the Jewel Co. is because constant surveys of the trade teach that manufacturers are apt frequently to change their models in order to make them consistent with variations in price standards.

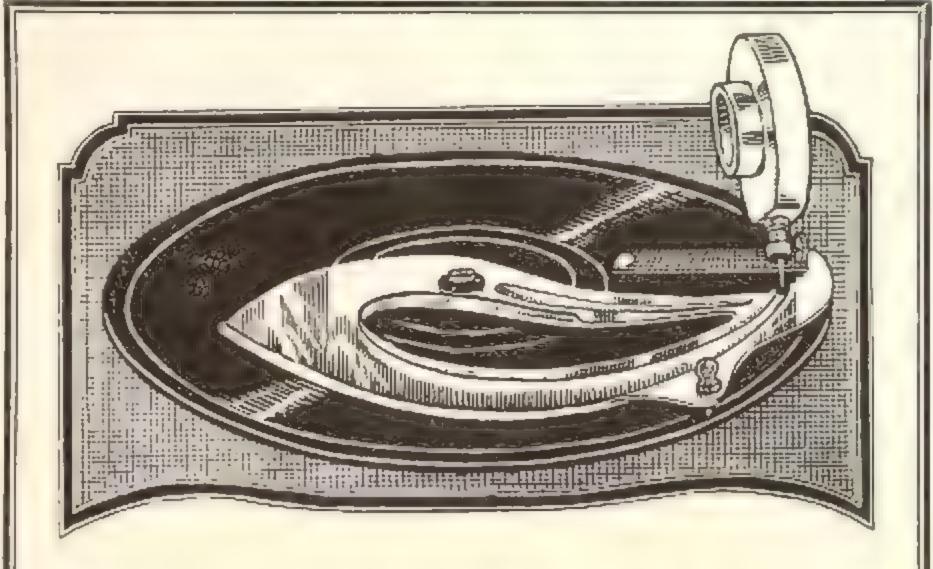
One of the pleasing features of the new No. 4 tone arm is that the base is fashioned in bell shape. When mounted on its base the outer edge of the bell comes down just close enough to the motor board to avoid touclang it. These

new der zu competit, hid sitte flang hit it the same time give pecuty of lateral action. The Jewel Co has not charged is reger too. protection bear converted to a some inchar

The Jewel Su I aim, when will be are duced in language, will be the Jewel be I are model. This are is very such of the expension of the suggle of the reproduct which playing the record reas to charged by simple spring tention. The arm is do admistable as regards length from seven and a half inches to eleven and a half inches. The length is also constrolled by a sets-crew. The So is arm, take Nov 3 and 3, permit the reproducer to be swing horizontally over the take of the record.

Last, and most important of all, is the fact that the new Jewel reproducers permit the use of a fibre needle in playing an Ethion record this in itself, according to the views of A. B. Cornell, sales director of the Jewel Co., marks

to carried on page Heat



A Xmas Gift De Luxe

THE IMPROVED GEER REPEATER

Finished exquisitely in guaranteed genuine gold plate and packed at your option in beautiful Xmas boxes of holly and poinsettia design—retailing at only \$1.50—the regular price. Place your orders now to be sure of prompt delivery and cash in on this ideal Xmas Gift.

Old Price \$2.50

New Price \$1.50

WALBERT MFG. CO.

925-41 Wrightwood Ave.

Chicago, Ill.

FROM OUR CHICAGO HEADQUARTERS—(Continued from page 107)

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New Krasco Lubricant

in a product of production and the second of the harden the trade of the proper substitute with the and the second s and the contract of the second contract of . A ser a Mr lent who sail to in a contract because the state of the state the factor of the factor of the factor of ming time a company to the laboration I relate to sprage to paint the new by ber , or has possed and it could be Kree was restle partie, rester and the sale of the second is the second I report to the little to the day that Professional Control of the State of the Sta ert to the terminal terminal

St. Louisian Visits Chicago

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Now With Jewel Phonoparts Co

R I Grays vin - poll trays or age the respective weather and the experience of the

Repair Parts For All and Every Motor That Was Ever Manufactured We can supply any part. The largest and most complete assortment of repair parts-in the United States-on hand, for old, obsolete and present-day motors. If your order cannot be filled from stock, we will make it up special. Special prices on main springs, governor springs, micas, repair parts, motors, tone arms, steel needles, etc., in quantity lots. Expert repairing on all makes of phonographs and motors. ENCORPORATED UNDER THE LAWS OF PLLYWOUS Manufacturers of High Grade Talking Machines Disc Records, Talking Machine Supplies, Esc. BACCESSORS TO Brander C Pulling Marting Co. 'CONSOLA' f - ted July og Harkov Ca Normany Falking Machine Co. Conge affeiget 227-229 W WASHINGTON ST , CHICAGO, ILL. Breech 2957 Gratiot Ave., Detroit, Mich.

scent and troop Mon Inget of the same of the state of the st recorded the beat force of the be The form the second of the sec and a series of the series of frepull over ducts d'ense out lus cold part and a settle and a settle and the four e to reper the transfer of the last of

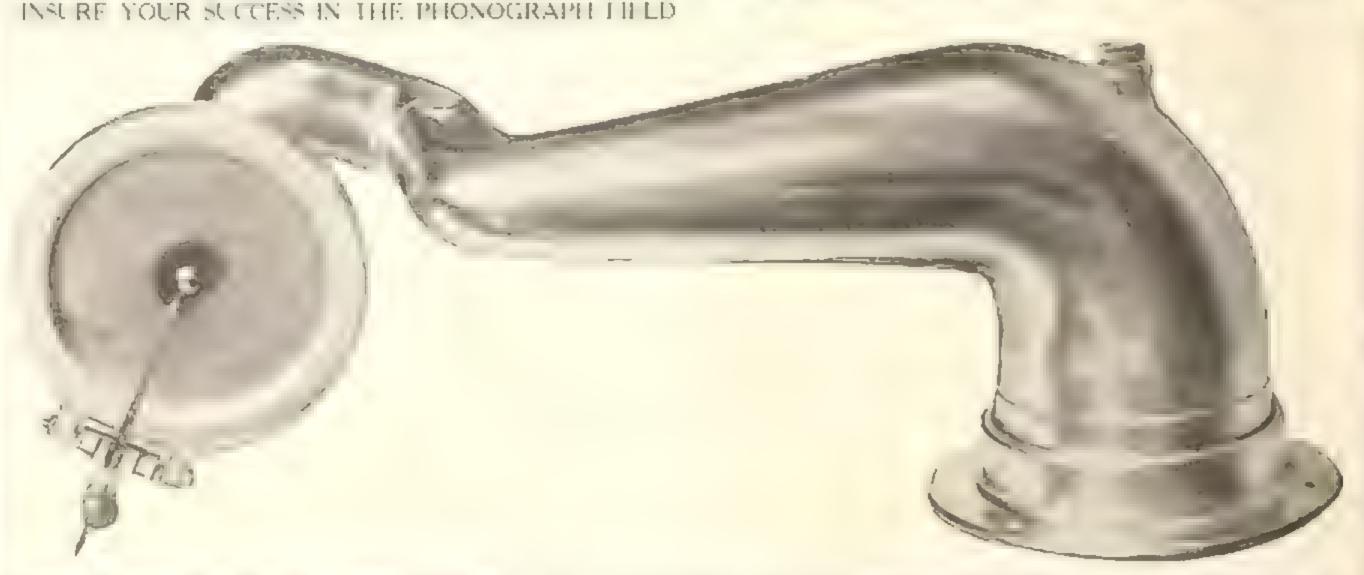
he rew position this experience enable in a disease to a assistance to Mr. Cornell

Christmas Boxes Go Big

He have the trestrials however in which the Water Mf. to is now packing its well I can don't pipe, or lave met with an exaptions to warm reception from the trade I to as now over the of the rew package, which a simple sixeral works are, came at a time

DO YOU WANT:

The BEST tone, the GREATEST volume, the CLEAREST enunciation, the ARM that will bring out ALL THAT IS IN THE RECORDs Then you want the BLOOD Arm. IT HAS REAL IMPROVEMENTS THAT NO OTHER ARM POSSESSES ACTUAL TESTS HAVE PROVEN THAT IT HAS NO EQUAL. IMPROVEMENT IS GOING TO

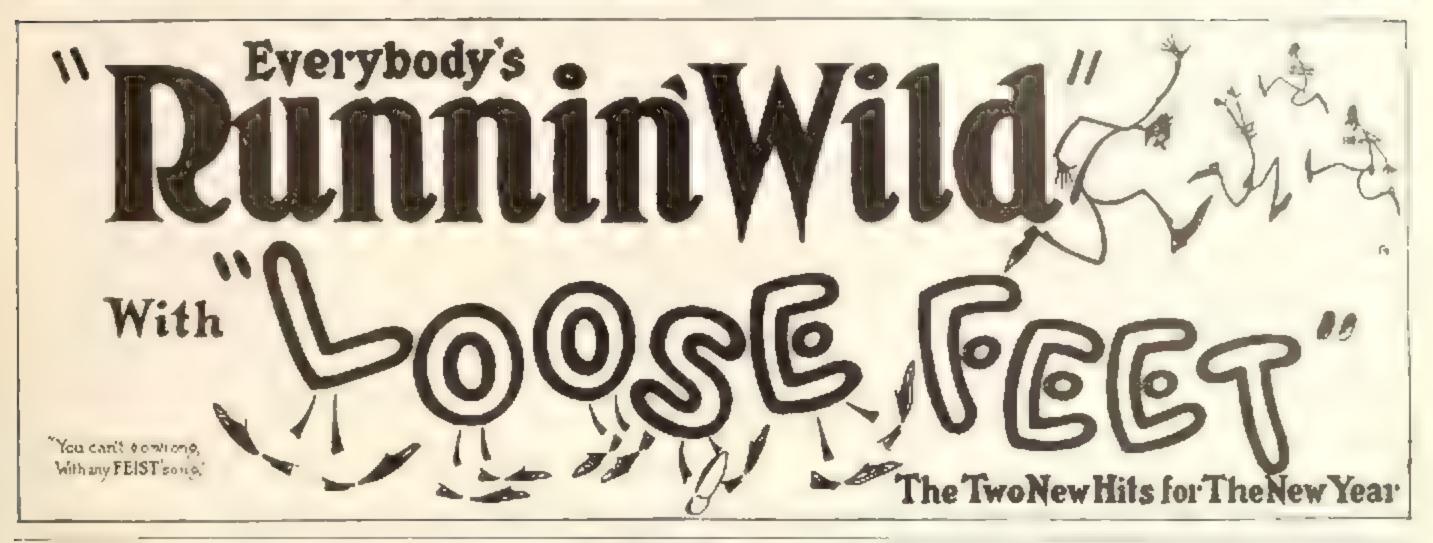


KEEP AHEAD OF THE CROWD by dealing with a concern that has set the HIGHEST STANDARD EVER ATTAINED IN TONE ARMS. SUCH A CONCERN IS ALWAYS STRIVING FOR BETTERMENT. HONEST EFFORT COUPLED WITH A SCIENTIFIC KNOWLEDGE OF SOUND TRANSMISSION IS BOUND TO PRODUCE RESULTS. OUR BUSI-NESS TODAY IS PROOF OF THIS FACT. GET IN LINE. WE CAN TAKE CARE OF YOU.

Free Samples for Test

BLOOD TONE ARM CO.

326 River St., Chicago



FROM OUR CHICAGO HEADQUARTERS (Continued from page 108)

business—The boxes are highly artistic and are printed in belly wreath and poinsettia design. The repeaters themselves are finished in a guaranteen centure good-plate and retail at the regular frice.

Among Department Stores

A trip through the department stores and retail music establishments will give one an excellent idea of the large amount of music business they are doing and the grade this year. The Christmas trade to the public this year. The Christmas trade to the November and his stead a normal of Pranically all the talk ing machine dipot into report an increased his memory tall your hours of these departments his been doubted to do to take sare of this in resed domaid.

This early think ten are no doubt been brought about he hald and extenses window

displays appropriate for Christmas trade and the specading of holly in general. In this way the music trade has created a large holiday demand that has been stimulated early enough for the trade to take care of, so that the bulk of Christmas business would not come the last week before the holidays. Of course, there will always be a few who will wait until the last minute, but the trade has very successfully stipulated the Christmas busing spirit early this year by getting a good start.

Rothschild & Co, who handle all the standard makes of talking machines, have increased their department and hired twenty more sales people to take care of the business. As a matter of fact, this department has been successful all seas, doubling last years business. They have advertised continuously all Summer and have done an exceptionally large business.

Humigh the chorts of W. E. Papeuran, man-

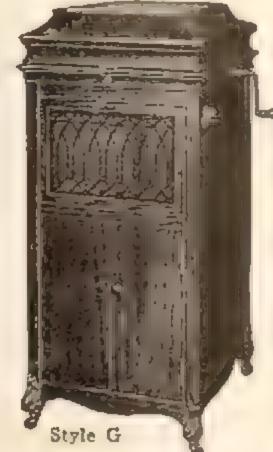
craft improvements have been mink to enable the department and more enists by been and been arrived the department and more enists by been arranged thereby come cample recommend disjusting the department has also made preparations to take care of the denisted that has been still unlike Of course, along with till recommendent to the is also a very large demand on records.

T. W. Hindiev, manager of the Vocabut Salon of Mandel Bros, reports. Sarge demand for the higher proced console model. He at tributes this demand to the period formular which is now in vocate.

Marshall held & to, who controls the theoretalkers machine, is also near in too the bushes each metals or the there.

It is producted that all records well be broken on the side of facility, admired and records for the holiday trade. At least from persent containing or a parallely.





KIMBALL PHONOGRAPHS

The Greatest Phonograph Value

The dealer who sells the Kimball will not only have ready sales but satisfied customers and is building future business. Compare the Kimball in Construction or visible beauty, or in TONE or accurate reproduction and there is none to excel. Exclusive features appeal to buyers.

Console and Upright Types; Variety of designs; Wide range of prices; Reliable guarantee.

Ask about Territory and Agency
Terms.

W. W. KIMBALL CO.

Established 1857

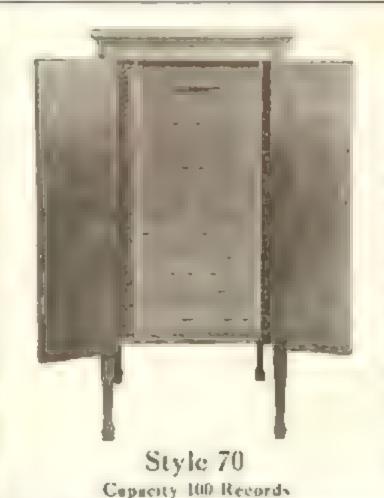
Kimball Hall 306 So. Wabash Avenue

CHICAGO

Manufacturers of Phonographs, Pianos, Player Pianos, Pipe Organs, Distributors of OKeh Records.

Kimball Phonographs Play ALL Records





Excel Phonograph Mfg. Co.

400-412 W. Eric Street CHICAGO

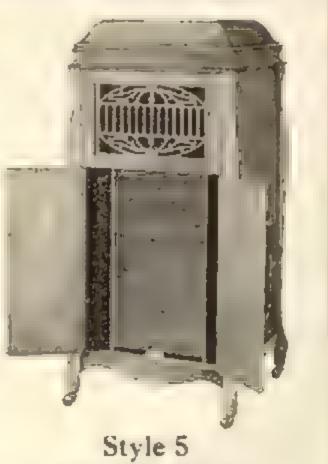
Cut on left shows filing system built in beautiful cabinet finished in Mahogany, Finned or Golden Oak Files your rec ords horizontally and prevents warping.

Circular and Prices on Request



Style 16 Carries 10 Records

Cut on right shows our 50 inch Phonograph equipment with Adams Improved record filing system made in five sizes. Sold with or without filing system. Sold in Walnut, Mahogany. Funied or Golden Oak finishes



Large 3-Spring Motor Powerful Reproducer

FROM OUR CHICAGO HEADQUARTERS-(Continued from page 109)

LOUD!!!

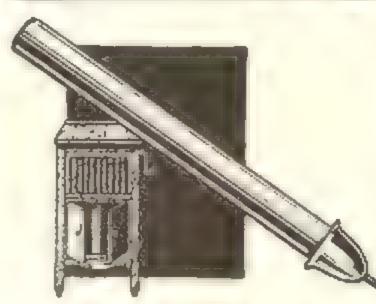
For Dancing and Band Records

MEDIUM!!!

(The Original Tonofone) For Voice and Instrumental Records

BOTH ARE





Sufficient volume is now attainable with a quality only TONOFONE can give by the new loud Tonofone. And at the same price and same construction, but LOUD.

TONOFONE alone gives out all that is in the record. This is because of its famous flexible resilient non-scratching point an exclusive feature of

the best needle value ever offered the trade.

Write for samples and particulars free.

THE TONOFONE COMPANY 110 So. Wabash Ave., CHICAGO, ILL.

Inventors and Sole Makers

indications it looks as though the cird of 1922 will not only close with exceptionally large business in the music trade, but that 1923 will be a very bright year

Important Trade Notice

Wallace Institute announces a statement given out for publication that it has filed suit against three different concerns alleging infringement or 1 S patent number 113560 issued Novemher 14, 1922, and owned by the Institute. This patent, the Institute alleges, covers any combination of phonograph record embodying instructions for physical exercises with an indicator or chart illustrating the same

Death of Columbia Dealer

Win A Kaun, proprietor of the Win A Kann Music Co., 19 Wisconsin street, Milwan kee, Was, Columbia dealer, died recently at his bonic after a long illness. Mr. Kaun was well larover in the falking machine trade in the West as he had hight up a successful and growing retail establishment. Mr. Kann was a brother of Hugo Kaun, pronument German composer and fatUsterah

G. W. Hopkins Presides at Meeting

Geo. W. Hopkins, general vales manager of the Columbia Graphophone Co. presided over a sales meeting held at the Chicago branch recently at which new merchandising plans and sales helps for dealers were discussed. Mr. Hopkins was delighted to find that the holiday business closed by the Chicago branch was bigger than had been apprecipated. The results from the New Process record advertising have been most gratifying, and the dealers are cuthus aster over the value of this campaign

Announce the Univernier

The Walbert Mrg Co, of this city, maker of the Geer repeater, has just come out with a new little attachment for radio sets to which it has given the trade name "University". The purpose of this little instrument is to make possible a very fine adjustment for selectivity This requirement, according to the Walbert Co. is met very much by the University, which combines in one single unit the function of an ordinary knob with the means of obtaining most delicate adjustment. The device consists

of a large-sized knob of Bakelite composition, with a self-contained mechanism so arranged that each single rotation of the knob moves the condenser plates or rotor balls to which the knob may be connected only one-twelth or their distance. In other words, the ratio is twelve to one. When the knob is grasped and pressed towards the panel of the instrument to which it is attached a light spring tension permits ordinary coarse adjustment and increases the ratio one to one. An indicator attached to the knob rotates with the -hatt and always shows the true position of the instrument. This little piece of mechanism not be shipped over the shatt of any vario moter, variable condenser, compler, potentia meter or rheostat

Announce New United Motor

Lynn D. Rudolph, president and general manager of the United Mig & Distributing to, has just announced that the United Cowill place a new two spring motor on the market early in January.

This new United motor will be of the enclosed lubrication type and will be manufactured to fill demands of the trade for small motors such as used in portable and small cabinet talking machines.

The new United motor will be distributed in two types which will be known as United 2-A and United 2-B. The 2-A is particularly adapt-

'Superflake' Graphite Spring Lubricant For PHONOGRAPH MOTORS

A carefully prepared abricant containing GRAPHITE of the facst quality

Will not get hard, become rancid or leak PACKED IN TUBES, CANS and BARRELS for JOBBERS, DEALERS and MANUFACTURERS

SPECIAL GRAPHITE for

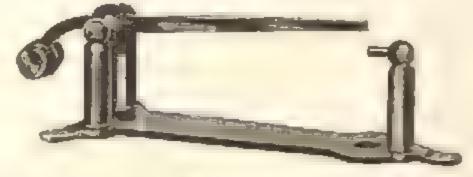
Department J

RECORD MANUFACTURERS

Superior Flake Graphite Co. General Offices: 75 West Monroe St., CHICAGO Warehouse in Chicago

ROTOMETER

Don't Guess How Fast Your Turntable Is Traveling



Use the Lakeside Rotometer and Know

Full Stre. Gun Metal Finish A device for testing the specif of your turn table is as Indispensable on your phonograph as the speedameter on your automobile Every Owner of a Phonograph Should Own One. Betall Price \$1.23, write for discounts.

LAKESIDE SUPPLY COMPANY,

339 Se Wabash Ave., Chicago, Ill. Phone: Harrison 3840

FROM OUR CHICAGO HEADQUARTERS—(Continued from page 110)

able for the portable instruments and the 2 B

These new types are very compactly built and reasonably low priced. They will carry all of the features of the regular United line

A survey of the trade indicates that the manufacturers of high grade talking machines will devote a lot of attention to the portable and small cabinet business this year and the addition of the new small United motor is intended to meet such demands.

Columbia Artists in Chicago

The week of November 26 to December 3 was a gala one for Chicago Columbia dealers, as

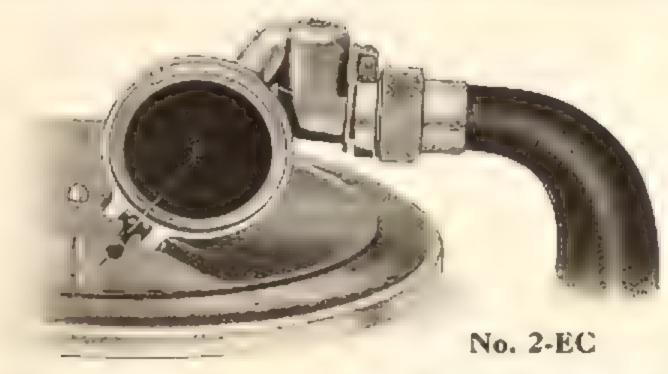
no less than six exclusive Columbia artists entertained Chicago theatregoers during that week. Al Jolson has been playing to capacity houses at the Apollo in "Bombo", Ted I ewis has been scoring an emphalic hit in the "Greenwich Village bolites" at the Great Northern, Nora Bayes has been heading at the Garrick in Slinbert vaudeville, while Duci de Kerekjarto, famous Hungarian violinist, achieved phenomenal success at the Palace. Frank Westphal and his orchestra entertain nightly at the Rainbo Gardens, and Paul Biese and his new orchestra are featured at the Pantheon Theatre. Dealers made the most of the opportunity.

PETITION AGAINST HIAWATHA CO.

An involuntary petrion in location, has been fited against the Herwitt. Thouse, he to, teneva, III, on help it or excitor. The billines and a set has not been help of

DEALER DIRECTS ORCHESTRA

Mr. Webber, or the Webber Music Co., Brunswick dealer at Ped Wars, Mem., induce tor or the Red War. Samplants for hestra at that city. Mr. Webber is well known as a leader in local nerseal activities.



Edison Concert Equipment

Tone attachment for playing all disc records on the Edison Phonograph. It gives a deep, rich, glowing tone quality and operates with the raising and lowering lever in the same way as the regular Edison reproducer.

Where tests have been made between Oro-Tone equipment and others before audiences who were not informed which reproducer was being used, the choice invariably was in favor of the Oro-Tone.

This is supreme proof of its quality.

Why Users Recommend Oro-Tone Equipment

1 If gives a mirrodons tone quality
2 It is built substantially of hest materials
3 The finishes harmonize with Fideon finishes
4 It parants playing all disc recenses.

5 It is easy to ager atc
6 It operates with tribing and lowering lever
7 The serial box is unquestionably superior
9 Our special needle box increases convenience
9 With our E-VR needle it practically eliminates all surface noises

Every attrachment is guaranteed for period of 2 YEARS

Hundreds of our dealers have told us that they have been able to close many sales on machines where the customer hesitated until shown that with Oro-Tone equipment all disc records could be played. You will find, just as these others have found, that with Oro-Tone equipment, you have an unlieatable argument that quickly boosts sales.



Safety Point Needles

Our velvet minning safety point needles for hidrson and Pathe records practically climinate all surface noises. You will marvel at the soft, rich, pure tone quality. Fach needle mounted on lancy card and enclosed in transparent envelope.

No. E-VR—For

No. E-VK—For
Edison .. 65c
No P-VR—For
Pathe 65c
Usual Discount to Dealers



operation
and are shipped sub
ject to your return if
not entirely satisfac
tory

rally correct and

perfect in

List Prices

Packed in Regular Boxes
No. 2-EC-

Nickel\$7.00 Gold 9.00

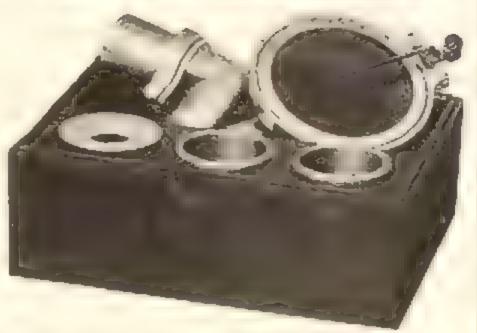
Oxidized 9.00

Usual Discount to Dealers

Read this letter. Hundreds of our dealers are comming their business exclusively to the Oro-Tone because of the satisfaction it gives to customers.

WHAT ONE DEALER SAID

I must admit that in my eight years experience. I have seen no attachments or reproducers that equal the ORO-IONE Every purchaser is satisfied. My sales of the superb EDISON are easily made when I demonstrate how perfectly it plays lateral cut records ~ When the ORO-TONE is used



The Oro-Tone Needle Case

To hold needles and the Oro-Tone at tachment when not in use, we have designed this licentially, substantial box. Below also is a similar box for needles only Made in each marioon color with can metal finish needle cups. Very substantial



You will find a big demand for these cases. Many customers who already own attachments want one or both.

Case with space for attachment. 35c.

Case for needles only. 25c.

Usual Discount to Dealers



Also Manufacturers of Highest Grade WIRFI ESS ROUIPMENT

CHICAGO, ILLINOIS

13" ASK YOUR JOBBER FOR ORO-TONE EQUIPMENT

Manufactured in Canada under the trade name Oro-Tone Banfield by W. H. Banfield & Sons, Ltd., Toronto, Canada

Dealers & open Record Holiday Business Despite Keen Competition Royal Trade Taure of Fordence-Changes of the Month

the fit // a Dreame II - Drepose the " The competition at the sac of Salarby that I mes is perhaps the known out our known, the vehine or business come transacted by dealers in Mawatkee is mountary to a point where most stores already are expressing the belief that they will top the best presson coar's business. It must almost be said that the fact that competition is so kern in regionable for this state of ellars, rather than that the condition exists in pile of the competition, for with every sole man working might and main to sell instruments, the largest part of the pubbe that has ever been approached along this line is subject to solicitation

The active state or retail becomes is reflected by the rush orders that are now bring received to the territorial distributor and joldiers in the Milwanaic market which, as a rule, exrend- ever are of Wisconsin and in addition, the apper pranciple of Michigan It is true that dealers bought conservatively during the late Summer and Fa i for holiday needs, but rven so, their orders were far larger than last year and two years and With rush orders now conting in a wave, it is easy to see that the needs placed earlier were far too conseguative

Manufacturers' Advertising Helps

Much favorable comment is heard in the local obber and dealer trade over the unusually effective trainer in which magnificationers are upporting the efforts of dealers. While all of the log and long estable hed concerns have that of knew as tennera shifter more to help dealers, it is the appropriate of his part newspaper displays like that recomming the new Brun-wick line, published a few days ago, which have brought to more general attention the manufacturers' enhanced efforts

Harry A Goldsmith, secretary of the Badger Talking Machine to, Victor distributor, says he cannot help being entlinesa-tic over the turn which afairs have taken. While Victor business all year has been sati tastory, the strong revival of demand in the past three to six weeks has served to overthrow the most impend expectations in regard to holiday business. The big problem now is to get Introlas and Victor recurds into the hands or dealers to make prompt Christmas deliveries possible

The Brunswick, to use the vernacular, i-"going forward like a house aftre," and the Milwaukee branch of the Brunswick-Balke-Col lender to is one of the busicst places imaginable. Full-page advertisements in colors, published in Milwankee for the last two Sundays, have helped unquestionally to make Bruns wick dealer business even more active than be fore, for there has been without doubt a most favorable reaction from the appeal contained in these broadsides which present the entire Brunswick line in a striking was and pound Brunswick prestige even through the most un imaginative mind

Rural Trade Again a Factor

5 R Christopherson, sales manager of the Sonora department of the Yahr & Lange Drug Co said that, while city dealers are establishing new volume records for business this Fall and Winter, it is the greatly improved demand from the smaller cities and villages of W. consin and Upper Michigan that stands out as the most conspicuous reature of hisaness. The ritral communities have been slow higgers for complete's endere's a November noved from

more than two years, but, as expressed in the requisitions for new stock being made by small town dealers, the farmer is once more a promi nent factor. Mr. Chrystopherson, like Presi dent bred h Yahi, of the company, is par donably proud of toans fair letters which are being received from new and old dealers, complaceuta . Մա horse կար հեռ - ինունի երկայան it is giving the men in the field through special co-operative methods recently developed

Death of Wm. A. Kaun Causes Regret

While it is the new type of Columbia record that is a distinct readuce in this territory at present, the Columbia Grafonola is also experienting a decided increase in business as the holidays come nearer. Milwaukee dealers in the Columbia report the demand much in excess of the same time last year and the impetus is becoming stronger duly

Genuine surrow was occasioned in the general music trade and among Columbia dealers by the death, on November 27, of William A Kaun, head of the Win A Kaun Music Co. 90 Wisconsin street, one of the oldest and best known Columbia dealers in the city. Mr. Kann was only forty not vests old and prominent in the artistic music arele as well as in the masic trade of this care

New Department Opened

A large talking machine department is a feature of the new store building opened November 21 by Branta & Rechitez, furniture and music, at 581 183 I media avenue. This is a new departure for the concern. The management is in charge of W. I. Przhylska, infinerly with the I in our Assume Masse Store, and one or the light it formed falsing much ne salesmen on the South Side

Fine New Victor Department

One of the finist Victor departments in any Melwarkee music store i that in the new branch house of the Rudolph Westazer to at 421 Broadway | Lie Wardstor Co recently purchased a four sfory holders, remodered at

The

CAPITOL

Music--Light--Beauty

Fit for the Drawing Room of a King

Sold from Manufacturer to Dealer direct.

In Illinois alone 19 dealers adopted our new "Sales and Financing" plan during the month of September.

One Dealer, in a City of 43,000 population, had over 500 people in his store the first night he put the CAPITOL on display in his window.

Operated by a "Tru time" Efficiency Motor

Plays all makes of records.

Priced \$135.00 to \$250.00—Six Models

Made and Distributed by BURNS-POLLOCK ELEC. MFG. CO. INDIANA HARBOR, IND.

Established 1907



Sales Office: Room 300, Republic Bldg. CHICAGO, ILL.



525 Grand every where it has been firm from ing with great success for the past five cears. If J. Konel Incal manager, was assisted by Raymond War etzer and John Kunberfey, manager of the corrat opening.

Addresses Wisconsin Teachers

Frances E. Clark, formerly in charge of music in the Milwaukee pub a schools, and now derector of the educational department of the Vetor Talking Marline Ce, made her adminempici-ive visit fook home dente the basis convention of the We corsus Teachers, Associafrom at the Milwankee Auditor in resently Mrs. Clark to H. bernated by home beacht every year at their most us, and her falls beting the music section are harded as one of the most macrostage and bincheral portures of the entire concentror las year the master station also was severed by a fall, or "breater Values from the Thomograph, by Mrs. Acthe. I Sharpe of the Care to Graph opticing the York York

Benson Orchestra Scores a Hit

The demand of popular Vi for records served annoted to a very fine decords of the record appearance of the Brains Prediction of the aco, line 2a 2x, director, for a week's engagement at the Milweakee Athletic Club. Six successions the unsaccinent that an Ulub has constructed for a return asst during the week of December 19.24.

I have rested recently by the Department of Commerce at Wash unten giving Wisconsing eventh bank in the production of fallong machines and records were received with orear interest. The report offer a total of single-stableshed companies in Wisconsin, advistrator, the formulable array which this authority presents in the Budger State.

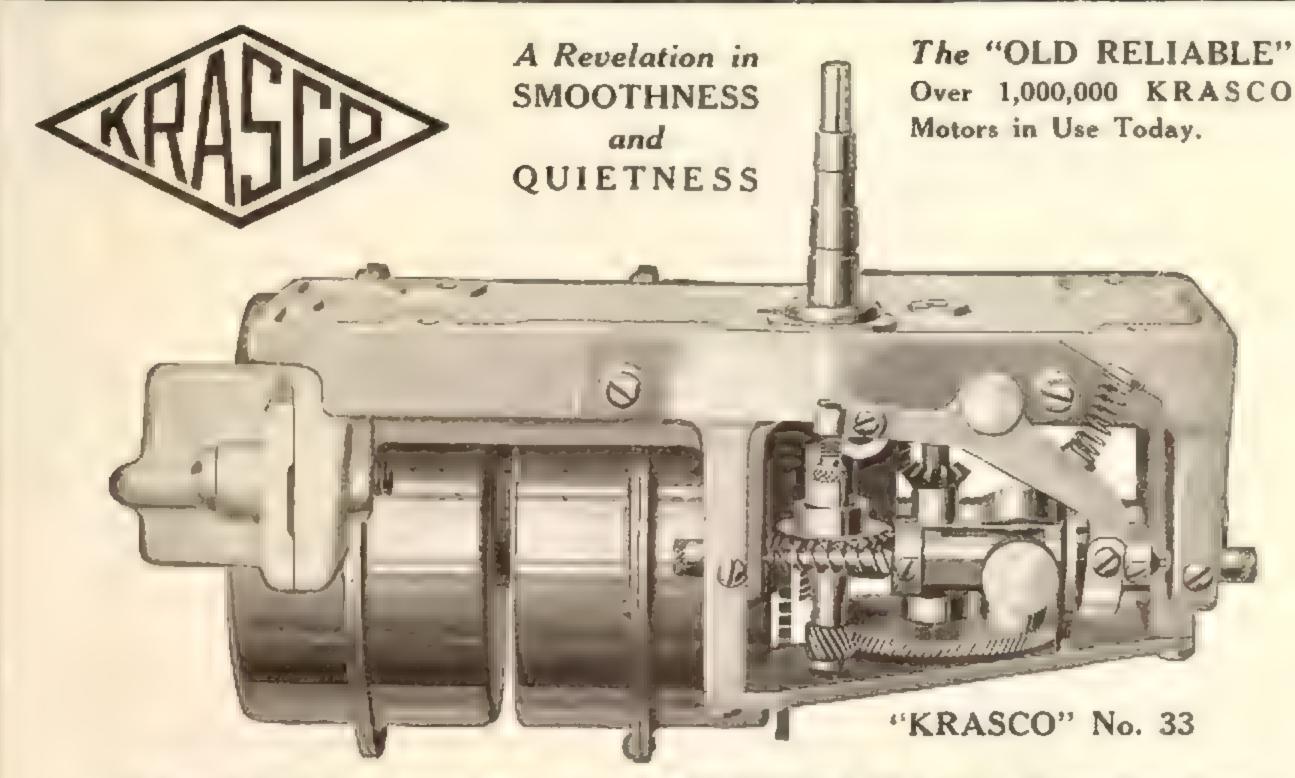
Death of Rudolph Olschewski

Rudolph Oberewal, inperatendent of the Padjer Chemit Co. at Persona, Wis, deal November 22 or tunor of the bear. He was teletive sear to accound produce genus to Channelle was a resert in accessory of aparts with the production department of the Wisconsin Cabinet & Cinc. Co., or New Yor dor, Wis, one of the largest woodwarfar claute of the House A. Edwarf and claute.

Miss Wolff Earns Plaudits

Mas Juha Wolff, manager of the talking madure department of Edmind Crain, Inc., in Feature weal-carned plaudits over the splendill record reads be her staff this year in merclain disma. The Chenex, Vocalium and Emmowick Business in records has been especially active and sales so for in 1922 have executed the aor are complete sear on record.

The Hanner Halsons Main Honer, special izazion the sale of the New Lilison materials in a michael division, is now accuracy accipied as the large to "communica" of this factorion, Milwanker retail into a store. The hid-or dipartment has apone undersome cular content to accumunidate more display stock and procule nor asternate demonstration stabilities.



No matter what your motor requirements are KRASCO will fill the bill. If your trade wants reliable motors to play from four to ten ten-inch Records at one winding KRASCO will do it. Write for literature on KRASCO MOTORS. Types 2, 3, 4, 22, 33 and 41.

KRASCO MANUFACTURING COMPANY

451 East Ohio Street

t CHICAGO, ILL.

Eastern Branch, 120 West 42nd Street, New York

The Talking Machine World Produces Results

The letter reproduced below emphasizes the tremendous drawing power of The Talking Machine World as an advertising medium. Hundreds of similar letters (all of them unsolicited) have been received from our advertisers.

THE OGDEN SECTIONAL FILING SYSTEM LOCATES

Ogden Sectional Cabinet

Saves Time
Saves Muney
Saves Space
Cute Out Dead Stock
Increases Sales
File Your Needs
Shows the Selling Value
of Every Record

€ Our Sales System keeps track of what you sell and what you need—a perfect antenatic inventory and re-order system, aboung profitable and slow sellers Company, Inc.

700-702 Salem Street

LYNCHBURG. VIRGINIA

Nov. 10, 1922.



Talking Machine World, 373 Fourth Ave., Hew York, E. Y.

Gentlemen: --

We have been continuously advertising in THE TALKING MACHINE WORLD, we believe, for at least eight, and possibly nine years. While we have given advertising to other publications it has only resulted in convincing us that our advertising in THE TALKING MACHINE WORLD has always been placed in the best publication. So, therefore, for a long time past THE TALKING MACHINE WORLD has received practically our entire advertising appropriation.

As a direct result of our advertising in your columns we have received orders from all over this country, and also from remote parts of the world, which we know directly resulted from our advertising in THE WORLD. We know this because the orders were sent with "WORLD" clippings attached.

Our cabinets have been introduced to the world through "WORLD" advertising. Then any magazine or trade paper brings orders and inquiries from South America, the Islands of the Pacific, Southern and Eastern Asia, as well as Australia and New Zealand, it must truly be a world-wide trade journal.

Yours very truly,

OGDEN SECTIONAL CABINET CO.

The Ogden "Visible Tab Indexes" and "Sales System Envelopes" Locate any Record Instantly and Shows Its "Selling Value"

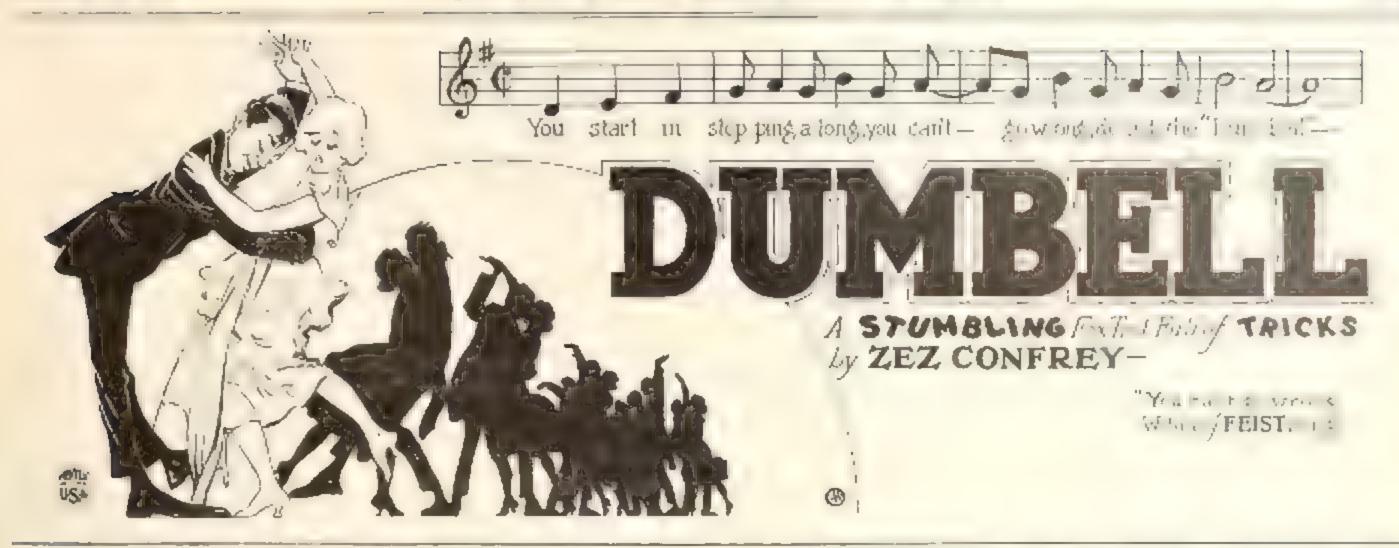
We maintain copy and art departments that will be pleased to submit an advertising plan adapted to your individual proposition. Let us send you a copy suggestion.

TALKING MACHINE WORLD, 373 Fourth Ave., New York

Published by Edward Lyman Bill, Inc.





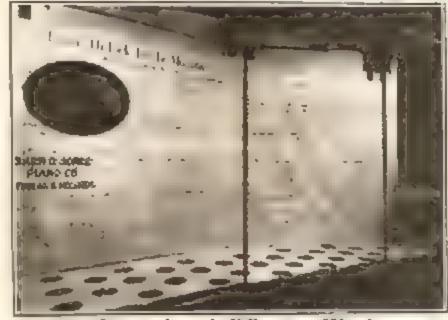


UNUSUAL DISPLAY BOOSTS SALES

Giant Reproduction of Sheet Music Aids Clark & Jones Piano Co. to Dispose of Many Records of the Number Featured

Bigme, sources the locate of the form a period of the control of the control of the locate of the control of the stop and made of the stop and of the control of the stop attribute a popular medical or the stop of the control of the stop of the stop of the control of the

A talker, machine, while document drow in the accordance prefere, is a ways used in controlling with his a wait shirt of him to. Not only does the display affects attention because of its unusualness, but it also affords an easy, of the song being advertised. All through any die the winders was so arranged propte were seen to stop, take out their note books and



An Original and Effective Window pencils and cops down the words to the some which was "Pirce o' those who did not copy the words stood about and humined them along

will tolar M. Corrack, Victor actist, who e record or the public posterol are sepercord of the level of the territor

According to Robert P. McDavek, manager of the farming machine department of the Chick & June a Importer see a term publishing houses of sheet masses have opened magnifications with them is partly the parely made the national right on their patents to the display.

T. F. CLARK ENTERS FIELD

Loss the sixt N. V. Dicember 8— U. C. Loradiner, a method of the Promophary and Supple 8. Report Supplies of the Promophary and of the chart in the bosonies of the U. Unix, who is now per somally remained to areally mercore the stock and to observe the control of the Springs and report parts of all makes of talking machines are carried in stock and while the business is compare these talks stock and while the business is compare these talks stock and while the business is compare the stock and while the business is compared.

Greetings

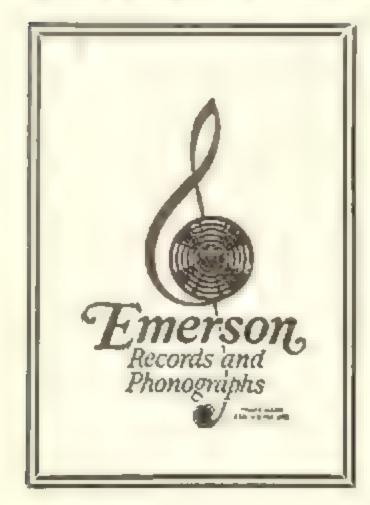
The Bristol & Barber Co., Inc., OKA Distributors, esteem it a privilege and pleasure to extend Christmas and New Year Greetings to the OKA Dealers.

The past year has been a phenomenal one for OK Records, but 1923 promises to even outdistance the year now closing in sales volume and prestige.

For this expression of loyalty and confidence we are appreciative and thankful

BRISTOL & BARBER CO., Inc.

3 EAST 14th STREET, NEW YORK



January Releases

Emerson Records

Retail Price 75 Cents

HIS list of January releases is a typical Emerson selection of I the LIVE HITS ready for our dealers "simultaneously with the publishing of the music."

We believe that this list will prove to be the most remarkable selection of popular numbers brought out in many months. It is so strong that it is very difficult to emphasize any particular numbers.

These releases, together with the December Emerson list, gives Emerson dealers all the top sellers right up to the minute.

Emerson January Releases on Sale December 10th

LATEST DANCE HITS Lady of the Evening ("Music Box Revue") —Fox-trot Glantz Dance Orch. 10556 Pack Up Your Sins ("Music Box Revue") Fox-trot Emerson Dance Orch. Stop Your Kiddin'-Fox-trot, 10557. Original Memphis Five Burning Sands-Fox-trot . . Biltmore Dance Orch. Bee's Knees-Fox-trot... Original Memphis Five 10558; Rose of the Rio Grande-Fox-trot, Sam Lanin's Roseland Dance Orch. Carry Me Back to My Old Carolina Home-Fox-trot (Vocal Chorus, Arthur Hall), 10559 Jos. Samuels and His Orch. A Picture Without a Frame-Fox-trot, Biltmore Dance Orch. Who Cares? - Fox-trot . . . Emerson Dance Orch. 10560 I'm Through Shedding Tears-Fox-trot, Jos. Samuels and His Orch. Lost, A Wonderful Girl-Fox-trot, Glantz Dance Orch. 10561 Nellie Kelly, I Love You-Waltz-Vocal

Who Did You Fool, After All?—Fox-trot, Sam Lanin's Roseland Dance Orch. Shake It and Break It—Fox-trot, Sam Lanin's Roseland Dance Orch. Aunt Hagar's Blues—Fox-trot, Sam Lanin's Roseland Dance Orch. POPULAR VOCAL RECORDS Blue—Duet—Orch. Accomp., Irving and Jack Kaufman Lovin' Sam—Baritone Solo—Orch. Accomp., Arthur Fields Open Up Your Arms, My Alabamy—Duet —Orch. Accomp Irving and Jack Kaufman 10564 Till My Luck Comes Rolling Home ("Little Nellie Kelly")—Baritone Solo—Orch. Accomp	10562	Waltz		
Shake It and Break It—Fox-trot, Sam Lanin's Roseland Dance Orch. Aunt Hagar's Blues—Fox-trot, Sam Lanin's Roseland Dance Orch. POPULAR VOCAL RECORDS Blue—Duet—Orch. Accomp., Irving and Jack Kaufman Lovin' Sam—Baritone Solo—Orch. Accomp., Arthur Fields Open Up Your Arms, My Alabamy—Duet —Orch. Accomp. Irving and Jack Kaufman Till My Luck Comes Rolling Home ("Little Nellie Kelly")—Baritone Solo—Orch. Accomp. Arthur Fields Porcelain Maid—Tenor Solo—Orch. Accomp., Irving Kaufman 10565 Crinoline Days—Tenor Solo—Orch. Accomp.,		Who Did You Fool, After All?-Fox-trot,		
Sam Lanin's Roseland Dance Orch. Aunt Hagar's Blues—Fox-trot, Sam Lanin's Roseland Dance Orch. POPULAR VOCAL RECORDS Blue—Duet—Orch. Accomp., Irving and Jack Kaufman Lovin' Sam—Baritone Solo—Orch. Accomp., Arthur Fields Open Up Your Arms, My Alabamy—Duet —Orch. Accomp. Irving and Jack Kaufman Till My Luck Comes Rolling Home ("Little Nellie Kelly")—Baritone Solo—Orch. Accomp. Arthur Fields Porcelain Maid—Tenor Solo—Orch. Accomp., Irving Kaufman Crinoline Days—Tenor Solo—Orch. Accomp.,		Sam Lanin's Roseland Dance Orch.		
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Sam Lanin's Roseland Dance Orch. POPULAR VOCAL RECORDS Blue—Duet—Orch. Accomp., Irving and Jack Kaufman Lovin' Sam—Baritone Solo—Orch. Accomp., Arthur Fields Open Up Your Arms, My Alabamy—Duet —Orch. Accomp. Irving and Jack Kaufman Till My Luck Comes Rolling Home ("Little Nellie Kelly")—Baritone Solo—Orch. Accomp. Arthur Fields Porcelain Maid—Tenor Solo—Orch. Accomp., Irving Kaufman Crinoline Days—Tenor Solo—Orch. Accomp.,		Sam Lanin's Roseland Dance Ouch		
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Blue—Duet—Orch. Accomp., Irving and Jack Kaufman Lovin' Sam—Baritone Solo—Orch. Accomp., Arthur Fields Open Up Your Arms, My Alabamy—Duet —Orch. Accomp. Irving and Jack Kaufman Till My Luck Comes Rolling Home ("Little Nellie Kelly")—Baritone Solo—Orch. Accomp. Arthur Fields Porcelain Maid—Tenor Solo—Orch. Accomp., Irving Kaufman Crinoline Days—Tenor Solo—Orch. Accomp.,		Sam Lanin's Roseland Dance Orch.		
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Lovin' Sam—Baritone Solo—Orch. Accomp., Arthur Fields Open Up Your Arms, My Alabamy—Duet —Orch. Accomp Irving and Jack Kaufman Till My Luck Comes Rolling Home ("Little Nellie Kelly")—Baritone Solo—Orch. Accomp		POPULAR VOCAL RECORDS		
Lovin' Sam—Baritone Solo—Orch. Accomp., Arthur Fields Open Up Your Arms, My Alabamy—Duet —Orch. Accomp. Irving and Jack Kaufman 10564 Till My Luck Comes Rolling Home ("Little Nellie Kelly")—Baritone Solo—Orch. Accomp. Arthur Fields Porcelain Maid—Tenor Solo—Orch. Accomp., Irving Kaufman Crinoline Days—Tenor Solo—Orch. Accomp.,	10563			
Open Up Your Arms, My Alabamy—Duet —Orch. Accomp Irving and Jack Kaufman 10564 Till My Luck Comes Rolling Home ("Little Nellie Kelly")—Baritone Solo—Orch. Accomp Arthur Fields Porcelain Maid—Tenor Solo—Orch. Accomp., Irving Kaufman 10565 Crinoline Days—Tenor Solo—Orch. Accomp.,		Irving and Jack Kaufman		
Open Up Your Arms, My Alabamy—Duet —Orch. Accomp Irving and Jack Kaufman 10564 Till My Luck Comes Rolling Home ("Little Nellie Kelly")—Baritone Solo—Orch. Accomp Arthur Fields Porcelain Maid—Tenor Solo—Orch. Accomp., Irving Kaufman 10565 Crinoline Days—Tenor Solo—Orch. Accomp.,		Lovin' Sam-Baritone Solo-Orch. Accomp.,		
-Orch. AccompIrving and Jack Kaufman 10564 Till My Luck Comes Rolling Home ("Little Nellie Kelly")—Baritone Solo—Orch. Accomp				
10564 Till My Luck Comes Rolling Home ("Little Nellie Kelly")—Baritone Solo—Orch. Accomp				
Nellie Kelly")—Baritone Solo—Orch. Accomp	10564			
Porcelain Maid—Tenor Solo—Orch. Accomp., Irving Kaufman Crinoline Days—Tenor Solo—Orch. Accomp.,				
Porcelain Maid—Tenor Solo—Orch. Accomp., Irving Kaufman Crinoline Days—Tenor Solo—Orch. Accomp.,		Accomp Arthur Fields		
10565 Crinoline Days-Tenor Solo-Orch. Accomp.,	10565			
Crinoline Days-Tenor Solo-Orch. Accomp.,		Irving Kaufman		
Insing Kaufman		Crinoline Days-Tenor Solo-Orch. Accomp.,		
Itving Kautman		Irving Kaufman		

(A Kiss in the Dark ("Orange Blossoms")—

Emerson Records are the equal musically, artistically and mechanically of any records retailing at the same price, viz., 75 cents each. The dealer realizes a

net profit 20% greater than on any other records retailing at this price.

Chorus Emerson Dance Orch.

Mail us the attached coupon with your selection of these big sellers for the month and demonstrate for yourself the quality of these new Emerson Records. We will send you full details of the new Emerson plans for the distribution of our records and give you information as to how you make extra profits on every Emerson Record you sell.

Emerson Phonograph Company

105-111 West 20th Street

New York, N. Y.

Puterson Propegraph Co., Inc., pd. Word 20th St.

New York City Photo ship us at once the fellowing new Emerson Reconst and give us details of your new dealer extra profit plan

DANCE RECORDS

Leely of the Isvening

track to Your Sins Carry M. Buck to My Oht Carolina Home

A Figure Without a France

. 10040 Hornestek Carobine in the Morning

10551 Love Souds a Little Gift of Roses

Tomorrow

10552 Ellise Sister Kate

Lavin' Sam My Old Flantation Home

POPULAR VOCAL RECORDS

Open Up Your Arms, My Alaboray Till My Luck Comes Rolling Home

Parcel dn Mald 10506

Crinolius Days Three O Clack in the Morning

For the Side of Auld Lang Syne

Nellie Kelly I Love You Capilina in the Morning

Firm

Struct

CHY

State . ..

The Trade in PHILADELPHA and Society

Phenoments I'v, Drombin to Die Qenker Lity certainty is preparing to 'make it a nin fieal Claristinas' according to the reports of many of the talking machine dealers of Phila delphia, who assert that the anticipated boliday rush is now well under was and that judging from present adjections the volume of their business during the next ten weeks will undurabitedly break all previous records

While these colden expectations are doing a great deal to spend the real Yuletade spirit an one the dealers their exes, neverthele sales are proceeding ander i district hand cap sence the prevailing shorting of stock becomes more and more acute each work. Consequently most of the distributors and dealer are taking every possible means and opportunity to account the taking mail has they need and it is no longer an isomewall if it to see a carrier of mean trucks dead up to the stock of local distributors after laying made for trucks dead up to the stock of local distributors after laying made for trucks dead up to the stock of local distributors after laying made for trucks dead for all making machines dead from the bactures.

Christmas Buying Evident

The Interness is the, said George Women, manager for C. J. Hoppe & Son, in decressing prevaling condition, "and ous remarkable how many people are beyon, or panning to buy, a talking machine for Circstonia. The only thing that is returns our sitisfaction in the scarcity of machines as we are along them as last says are all them and automore, we are having a rest domesty in filling the orders for Victorias that we are received due of and almost bounds from our dealers."

New Edison Re-creation Release Plan

A distinct conscition in the policy of the Grard Phonograph Co., distributors for the New Edison paper, right and recreations, in regards to the sale of the fide-on records in the stratory, we exhibit a to day by Arthur Rhanow, one of the obnosts of the brand Phonograph Co.

"In the future, in fact, from this date on, we intend to abolish the peactics or having a special sales date for the Edison rescreations," said Mr. Rhanow, in telling of this radical departure in the sale of phonocraph records that has been mangurated by the turned Phone graph Co. "This simply means that our dealers. will be allowed to put the I'dison re-creations on sale as soon as they are received at the stores of our different dealers throughout theterritory. In the past it was always our practur to instruct our dealer to wait until a certain date each month before they could place on sale the new Edison recreations that had been distributed by us as soon as they were issued from the is tory ton-equently in the future our ik-skis will be allowed to put the new re-creations on sale just as soon as they receive them from no meet all of being obliged to wait a week or more unt? the twentieth day or that month on which date we have been accustomed to resease them.

"Under this new arranging of our new recreations before their customers every week at least instead of basis, to place twelve new numbers before their patrons only once a month. In this was we believe their the dealers will give their customers an incentive to visit their stores more active and week probably to least the latest records."

Featuring New Columbia Records

Meller & Kadi's, the processive Columbia dealers of Harrishney, Pa, are buosting Columbia new process records to the sky and cashing in They have flags, three test by five feet, flying from all the windows, in red and whee, bearing the inscription. "New Process

Cafunda a Revords on Sale Henry Dre reconsales have been creatly a mile of a thing

Merrill Winner a Proud Dadily

Merrill Wanner, of Wanner Bros, the weak known Colin bia dealer or William port, Pais receiving congratulations from his make triends he the trade as he recently become the proud tather of a more pound haby and

Mr. Robbins, head or the Robbins Misa Coa prominent Columbia dealer of Frenton, N. I. was a visitor at the Ph. adelphia branch of the Columbia Columbia Columbia.

W. B. Hill, of Pottsville, Pa, and N. M. Stokes of Metoral Del., both we's known Co.

and a dight of the color of the board of the

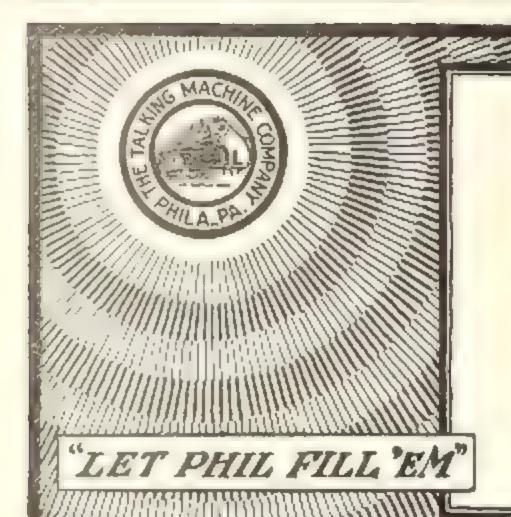
Big Demand for Brunswicks

note by the first of the property of the first of the fir

XMAS HERRY

H.A.WEYMANN&SON INC.
1108 CHESTNUT ST. PHILADELPHIA PAR

Victor Wholesalers



A Merry Christmas

May it be merry in the satisfaction of a years work well done

A Prosperous New Pear

Appreciating your patronage of the past we offer you our service for 1923 confident that our merchandising experience and resources will make it a prosperous one for you.

The Talking Machine Co.

Victor Wholesalers

1025 Arch Street

Philadelphia, Pa.

THE TRADE IN PHILADELPHIA AND LOCALITY—(Continued from page 117)

garing the body of drunswick phonoe down to the body of the ests for a compact on he consend up his matter becomes

the later construction \$150 have model on the form of the way so car oversold the transfer on the model per contract of the co

H Rover Smith Takes on the Edison

I know South to progressive talking that the content with Arients of the horizont machines of the content that, is one of the content taken over taken over the content taken over taken over taken over the content taken over taken o

Sales Limited Only by Supplies

F B R role, minager and secretary of Line 1933 to Alexander, reports that he sales is home of their besons. In home before the sales of madance of madance of the basis of the sales of the

Penn Co. Breaking Records

1 W. Correspondence of the Poun Phono-

indications the business transacted by this widely known Victor distributing house during this month probably will break all records for the holiday season in past years

Planning Smoker for Dealers

Robert McCarthy, manager of Cambels phonograph department, has been appointed as chairman of the committee to arrange for a smoker for the Philadelphia Victor Dealers Association, to be held the latter part of this month, probably at the Manufacturers' Unb The members of this committee include George Witney, of Heppe's, and H. Rover Smith.

Rogers Reports Vocalion Progress

Excellent business is reported by B. H. Rogers, head of the Unicoln Business Enrew, 1011 Race street. Mr. Rogers says that the demand for Vocalion records so tar exceeds the available supply that he is obtained to distribute them on the most equitable basis possible. The new list of Vocalion records contains a number of popular bits that are helping to increase the record sales of new dealers throughout this termory.

Opens Many New Accounts

Everybody's Talking Machine Co., 810 Arch street, wholesater of talking machine parts, reports the continuation or good business and the operate of a bumber of new accounts. The new catalog has been mailed to the trade blank commendatory letters are being received at leads maters on this piece or literature. The complete lines of repair materials for taking trachines and accessories which this firm handles. The catalog has attracted many recomble comments from members of the trade

Weymann Reports General Activity

H. W. Westaann, of H. A. Weymann & Son, Inc., reports good husiness in all departments, which me ones Victor merchandise, Q. R. S. ausic rolls and Westmann Keystone State musical instruments. November business was exceptionally good and it is expected that December business will equal, if not surpass, December, 1921.

Start Comprehensive Sales Campaign

The Philadelphia Badge to, or this city, or minimization of the well-known round record cleaners became the dealer's imprint and advit, energy of the line carried, has entered into a comprehensive syles campaign. Although the record brush business began as a small part of the concrat output it has already eached large proportions and these brushes are bein, used as ever the country by retailers as advertising nocellies. A somewhat more experience brush has also been made, using bristles instead or cloth, which, hadging trom the demand, who has a big favorite.

Louis Buehn Reviews Situation

Louis Buehn, president of the Louis Buehn to, Victor wholesaler, or this city, reported areat activity among Victor retailers through out the territory and the present shortage of Victor i erchandist, Mr. Ruchn pointed out, was a distinct tribute to the supremacy of Victor products. The demand for Victorias in the Quaker City has been exceptional despite -everal mark-down sales being offered in the cay by dealers in other lines. The great, demand manifested this half is better visualized when it is remaindered that practically every distributor had accumulated large stocks during the Sutamer months it preparation for it. The current supply as well is accumulated stocks are practically exhausted. Mr. Buelin called at tention to the wade parety of Victrola models available this Fall and how the retailer was able to supply his trade with portables, table models, a wide range of aprichts as well as both curved

(Continued on page 120)

On Guard



Penn-Victor Dogs are the best watchmen of Victor Welfare in the Home.

Sold by most Victor Distributors. Write them or us for prices.

Penn Phonograph Company

913 Arch Street

Victor Wholesale Only

Philadelphia, Pa.

Italian Music Rolls

Interest collection of Italian and other foreign music rolls in the United States, Catalogs and discounts on application.

UNITED MUSIC STORES

610 Charry Street 225 W. Mulberry St. Philadelphia, Pa. Baltimore, Md.



Accomplishment

It is with just pride that we point to a year of accomplishments that has made for the Zimmerman-Bitter organization a legion of friends.

They testify with complete satisfaction to all concerned that the work done by our expert personnel has materially helped to attain success for the retail establishment.

Our Wish to All Is for A Joyous Christmas

and

A Prosperous New Pear

Hearing Rooms Record Racks Service Counters

Zimmerman-Bitter Construction Co.

Display Cases
Musical Instrument
Cases, etc.

OFFICES - FACTORY - WAREROOMS

325-327 East 94th Street

Phone Lenox 2960

NEW YORK, N. Y.

TRADE NEWS FROM THE QUAKER CITY

the good the day last

Visit Talking Machine Co

An age of the hope of the profession of the prof

A J Heath in III Health

In a self as merers seed a X 1 of 1 seeds and the seed of the seed



NEW GENNETT RECORD CATALOG

New Volume Listing All Records Up to January 1 1923. Just Issued-Catefully Classified and Interestingly Arranged

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The second state of the second second

DEATH OF HARRY A. VOLZ

Brother in-law of Jerome C. Harris Passes
Away Recently

Les to be the controlled upon a controlled upon a controlled upon to the last a controlled upon to the last a controlled upon to the last action. Make the controlled upon to the last action of the last action.

USES BLOTTERS TO ADVANTAGE

SAN I RANCISCO, J. At., Discember 5 - The Remick Song and Gift Shop, of this city, Columbia deider, recently used a Hotter in a unique way and an identally teatured the name of a popular selection effect cels. The blotter, which was printed in three colors, was artistically designed and had for a ciptain 'Don't bring Me Kewpies White P's Records That I Need" Be sides being a dever piece of publicity, the blotter a read a monthly calendar page which added to its in the value. Specific mention was made of the Columbia New Process records and 8000 or have biotters were mailed to the main conthe store state. They created and the same the same and a time who P : 11 (1)

PUBLICITY PRODUCES RESULTS

and, accretacy or the Winger Jewelry Co, of the city, progressive columbna dealer, is on the coastic relations the results received from the composition spot-oriel by the Cobinbia Combination New Processive very satisfactory in a addition to a second substantial or the composition of the compositi

MME. SCHUMANN-HEINK RECOVERING

More leads to Schmann Heink, tamous before activities recovering from bronders' purposed at he home of Garden City, I. I. Announcementally, been made by her managers. Hactael & Innex of 33 West Forty-second treet, New York Hat a concert which she was to have given in Boot Wayne. Indicated other engagements to sing in Springfield, Orand Rapids and Cleveland Lave been canached.

COLUMBUS

Morehouse-Martens Co Opens Foreign Offices — Fictor Sales School Here—Enjoy Fine Trade

Continues O. December 6 - Announcing the establishment of foreign offices in Lordon, Paris, Barcelona, Cheminiz, Berlin, Milan, Yokohama and Shan, hai, the Morehouse Martens Co. one of the leading department stores and talking man lime dealers not only in Columbus, but in Central Ohio, conducted an International Merchandise Exhibit during the early part of November

An invitation was extended to many clubs, including the Cosmopolitan Club of the Ohio State University, to four the store in a body and observe the quanti novelines. Decorations, including flaces and co-blems of the countries whose increhandisc was represented, were used

In the raise department of this him the music of six different countries was featured Young won-co dressed in the attire claracteristic of a particular nationality placed the music of that country on a Victro a. These numbers were either the national anthons or popular tolk songs

The Victor business of the Z-I-White Co-has been very good, according to F-J-Colnor, manager of that department. However, Mr-Connor does not feel the same way about the record business. The volume in record sales is not jet what it should be, but we hope to make it as good as our machine business before this year is out. The said.

Miss Marie Smith, of the record department of the Z T White Co, has been unusually successful in selling the health records. When customers come into the store site not only calls their attention to this set of records, but have turn into the booth and demonstrates the exercises before them.

The to the increase in hasness, Mr. Comor-has added Mass One Kerns in his force in the department. Miss Kerns was connected for some time with another takener mail in house and Mr. Compor feets that her experience in this line will be helpful.

A here demand for the York model of the Brunswock machines is reported by the T G & Y Howald Lumisture Co., Pranswick dealers this via \$150 may lam and is so well liked by the patrons of this firm that it has actually been oversold. It is, of course, the popular console type that has recently been put on the

market. The more expensive machines, rate on, in parce from \$300 to \$1,000, are also willing well in this store.

Many of the Victor dealers responded to the invitation to attend the salesmanship school conducted by E. A. Delano, or the Victor Talk. ing Machine to The classes were conducted as the Hotel Deshler and came to a close on Hursday evening, November 23 Dealers as well as salespeople were in attendance. Or those interviewed, everyone stated that he was greatly benefited by this school. The Cerry B. Whitsit Co, wholesaler of Victrolas and Victor records, under whose auspices the school was held in this city, gave a banquet at the Hotel Deskler on Thursday evening Dus diffuer was one of the most delighten exents that has ever taken place here. Mr. Delano and the visiting deders were the guests of the Peris B. Whitsa Co. on this occasion.

When the lazht bamous Victor Artists recently appeared in Newark, C., many or their

SALES PLAN PROVES SUCCESS

Knickerbocker T. M. Co. Awakens Interest in Unique Idea for Developing Record Sales— Victor Dealers Using Plan to Excellent Advantage—Other Fine Dealer Helps

The plan for increasing sales of Victor records recently announced by Abrain Davega,
president of the Knickerbocker Talking Machine Co., Victor wholesaler, New York, is
being put into effect by a number of Victor
dealers with appreciable results. The plan,
which was announced in detail in the last issue
of the World, provides for the , coupure of
crouds for an appropriate exemis, a curretain

At the last meeting of the Kinckerbocker dealers there was distributed, in program form, An Evening at Vaudeville," in which were listed ten eaccinlly selected Victor recordings for a program of this character. The programare printed in quartities with space for the dealer's imprair Since their there has been printed a similar program cutified 'An Evening at the Universe. There are also prepared, and in the course of preparation, other groupings such as Christians, New Year's, Paster, An-Exching in Treland, and other countries, ele-It is planned to admission have bits tien programs prepared, a different program for each week in the year. Dealers are finding that theplan is showing castomers a movel way to ext moreased pleasure from their Victrolas and consequently having its effect in the increased sales of records. There has been prepared for

In the open of the second shere of the second

Mrs. Istler Reviseds Leaver edicaceral dicator of the Lerry B. Whitst Co. In John traveling con detably they be return from a shormalistic this Sugarer. In the part week the visited schools in Confeculty O, and make her actions where she conducted a managere cration assess. These Johns are part of the part of the

Visitor at the Perry B. Whise Connected, in Fidel D. M. Ries, Womenster, O. O. P. Scil, Delawari, O. A. Riebry, Visionsalk, L. Phulps, Mr. Culcad, W. W. Rock, Urbana, and Lari F. Serz, Circaeville, O.

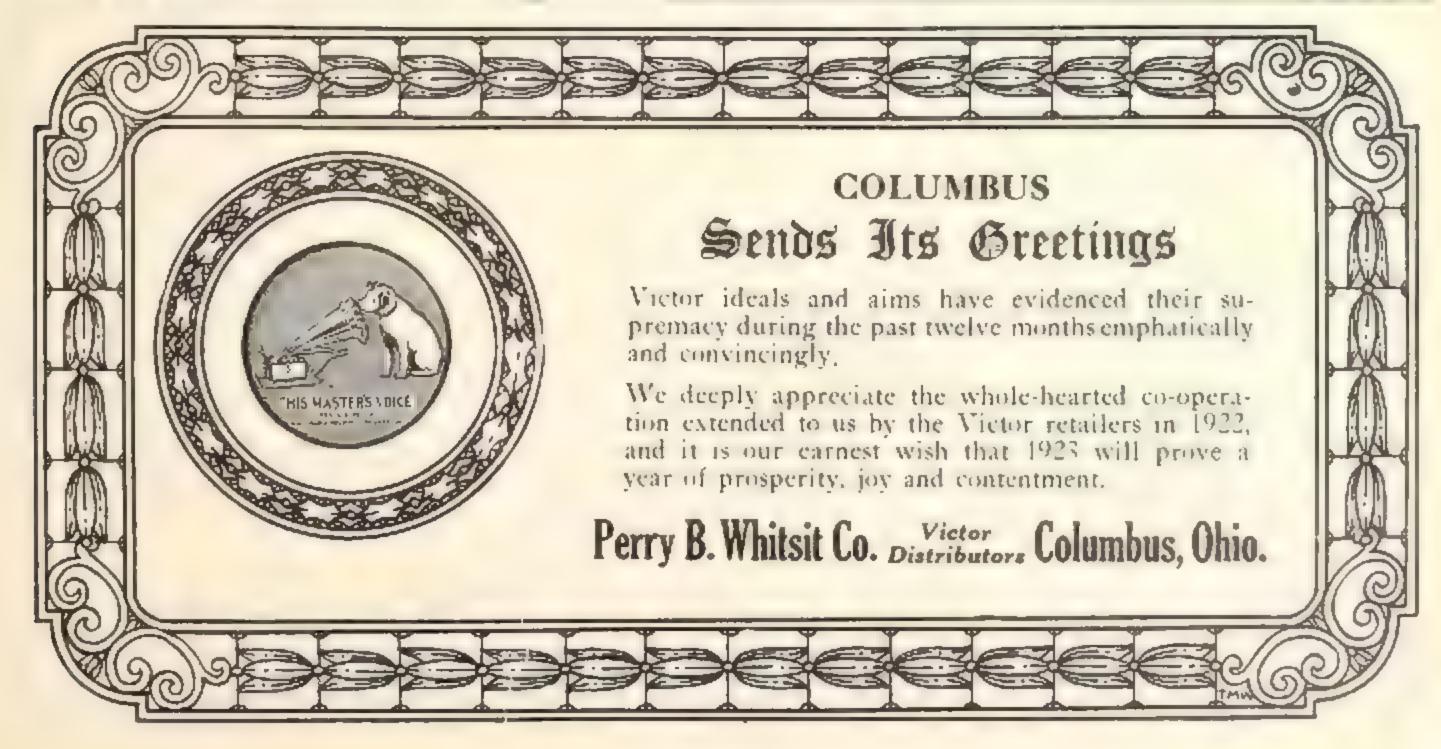
dealers using this plan an attractive window strip with the request to 'Conc. Inside and Be Shown the Modern Way to Play Your Victible More Pleasure and Entertainment'

An instruction sheet for Victrola owners, enabling them to properly classify their records, has also been printed. This card contains twenty columns under a corresponding number of classifications, such as dance, novelty, children's records, concert, youal, sacred, humorous, men's, operatic, violin, etc. The inability of some Victibly owners to provide records for all these classifications is also expected to have the desired effect of increased record purclasses. The well known adogs that "Vanety is the space of life" is particularly appropriate in record selections and a knowledge of the general catalog proves that the Victroia brings into the home practically every popular form of cutertainment from vandeville to grand opera

Another window strip which is to be found in a large number of Victor dealers' windows and which was prepared by the Knickerbocker Laking Machine Co., calls attention to the Langiume Specialty," Victor record No 62576

Mr and Mrs Max Landay, or Landay Bros, Inc., have given up their residence in Edgemere, Long Island, and now reside on Riverside Drive, New York City

Witzmann-Stuber, Inc., have opened a new number store at 99 North Second street, Memplus, Tenn. Talking machines and musical instruments are featured.





2 for \$1.00 or 55 Cents Each

The New Pathe Actuelle Record—All 10 Inch Double Disc and Play with Steel Needles on Any Phonograph

PARTIAL LIST

OF CLASSICAL AND OPERATIC DOUBLE FACED RECORDS
BY WORLD FAMOUS ARTISTS

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New
German Catalogue
Now Ready

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New
Italian Catalogue
Now Ready

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All The Broadway
Hits---Dance and
Vocal---First and Best

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Dealers— Write Us To-day

E

Pathe Phonograph & Radio Corp.

20 Grand Avenue Brooklyn N. Y

Better Records — At Any Price — Cannot Be Made

GENNETT RECORD FOR VAUDEVILLE

Starr Piano Co. Makes Special Record for Lane and Harper, Vaudeville Headliners

A special record has been made at the laboratories of the Starr Piaro vo., Richmond, Ind., for the use of Lanc and Harper, vande ville artists, in the ratelephone acrollion and Harper are at present malong the Kenh execut and the rattractice -kr, in which the record place an emportant part, is being well received. The



Lane and Harper Make Record

accompanying that about shows have in-Harper at the teachlon the tentre to the record The talking thehim + modeled and he closery turning his talk the replies on the temphone operator to the actor operators by the talk ing machine, are learly by the andren co

SONORA JOBBING CHANGE JANUARY 1

On January 1 th Sonora Phonograph Co. New York, will take over the States of Ohio, Michigan and Kentucky from (I Marshall & to, or Descoit, and distribute direct from the home office in New York index the personal chrection and supervisors of Frank I Coupe, sice-president and sales manager, until pernanent arrangements are made. Special representatives of the company will cover the field in the interests of Society dealers and the Sommy Phonograph Co meed a new distributor has been selected for this territors

INTERESTING THE CHILDREN

The Grisweld, Relimond & Gook Co. Vi. tor dealer, Mindels, Long, is interesting wir ears in Victor products through the children by mean of Califfrence classes, when educational seconds are glassed and the kiddle- place Zilles In Hillste

OVERCOMES UNUSUAL OBSTACLES

Modernola Co. Completes Successful Year Despite Previous Handicaps-Those Responsible for the Work-Optimistic Outlook

THEN THE CALL PROGRAMME TO THE COAL FLE closed the licensia successful prediction and a way northe Modernola to, or the second and deal of endels a due this house for the it a net a when coverence the companion between which there it in the post and successfulls on pick a soar which his been in the trope for the tride in citeral

Consumed about the years and this cut page set of the agonificative something differ cut in the incomplismost play to which it and exted the summe Medicipola. The water reception win I sin may line received reade in हिनास का नेप ल्या निहर जिल्ला को स the order. The nationbead district mouth clerifice spatch of the real past if was literal to the country and the company to a ! or othe part of the open Standed le the disester har not discours ed, it rebuilt the tore, the aconstruction, period occupents particles the Galance of 1921. The was alprost represent to starting business all over a in at the he many of the piecint sear. At the function the figure, except or the company Archaeta Nichangolamian a preside camthe state of the A. Ohlson became general note est and Edward | Holunam, Sales Landa III

In a result interview with the World Wi Holi, in all Deolole kelolic simulated sections bear appossible, but we finally got il 9 coin and are completing a very sikco-stril year. I also suggested to the company the addition of a portable middle to the Smi which we glisted on the market duting the carle but of the year. This portable model also opened the way for sacks of the lattice pachine. It is a mistaken theory that the sales of the portable are contract to Summer months The side of one portable most before the most hi of November was the largest in the history of the compact and it is expected that Describer will surplies the November record

Office on crs of the company to whom and the due for the species of the osciolization are President F B Kinzis, of the Thomas Kerze, Limber (a) Vice-president (B) floring, & the Thomas Department Store; Scientary treasurer D. M. S. McFeaters, treasprer of the John-town Trust Co.

"We hook forward to 1923 as a year that will mal still another step forward in the lustory of the company

ACHIEVES SUCCESS AS SOLOIST

Miss Jane Neilson Winning Conscionable Popul planty-Has Appeared as Solons With Promiment Organizations in Important Concerts

TANKA I PAR TO CE THE THE Conditions to the second total to a second true of text, the antoper to the training Clipholish, the last or the con-



Miss Jane Neilson

has also appeared at the Helel Annha sales, Manth Litt, N. J.

Miss Acilson's are related to be had to a cled outside of the State Units and there is existed indication that next serion she will such it difficult to take and of his many engine cut-Mrs. Nelson preserves a vince of complicit clarity and sycolors, and a bas been suggested that she make test zerouls at the earliest jusble increase, as it is penerally believed that Hase married a presented value of the

BRUNSWICK LINE FOR WATKIN CO.

The West Martin to all others rise force of Dilly 128 20 added the Prair wick papers and a section in Some department R b feating and I I have to have been added to the siles start or the cor-

A worth visitor in the land of the Brief one's No Lee, Victor while on La Compile, La <u>ը»</u> , Ֆրվուտենինով իմյունում է երև իմոնտենինիցու ունել և ուսել և ինականիցություն և հարարականիցության և հարարականի և հա

Unqualified Dealer Endorsement East and West



fust two months ago our first announcement of the CLARAYON Reproducer brought inquires from talking tracking dealers ever where who desired demonstration of the remarkable to equalities of this wonderful product

To-day the CLARAVOX is recognized in the trade as the first product of its kind that has proven out,

As a large Western dealer describes at. The only thing we have seen that is right," and, quoting from the letter of a proposent Eastern dealer, "Very good and curre to our bling."

Remember "The CLARAYON" is not just an ibout epionales, but rather a device scientifically correct which faithfully release places on other talking machines those most exception. I be on Re-creation Records

The CLARAVOX opens a new field for your a field for open unlimited possibilities for profit

Order your CLARAVON to day and hear the nate weapons music you have ever listened to from talking reachings

THE CLARAVOX CO.

Youngstown Diamond Pointed

OHIO

Instantly Attached



—and a service unaffected by seasonal conditions

Your biggest season is on! Every day, from now on, will bring increased demands for Okeh Records of every description and character.

Serious thought should be given to your present stock. Is it thoroughly up-to-date and complete in all sections? From the latest and liveliest hits to the older, yet ever-popular Yuletide carols and sacred music? If not, check up and find out just which and how many Okeh Records you are in need of—no matter which they may be—and then call on us. The real, full meaning of Consolidated Service will be demonstrated immediately.

We will more than convince you that the sudden rush and demand created by the seasonal conditions does not affect the smooth efficiency and promptness of our Service any more than does the casual, smaller order requested on the average day or season of the entire year. Consolidated Service is never hindered by insufficient stocks—at any time. It is at its best during all seasons and in all emergencies.

Why? Because we have on hand at all times, a full and complete line of Okeh Records that is never allowed to deplete.

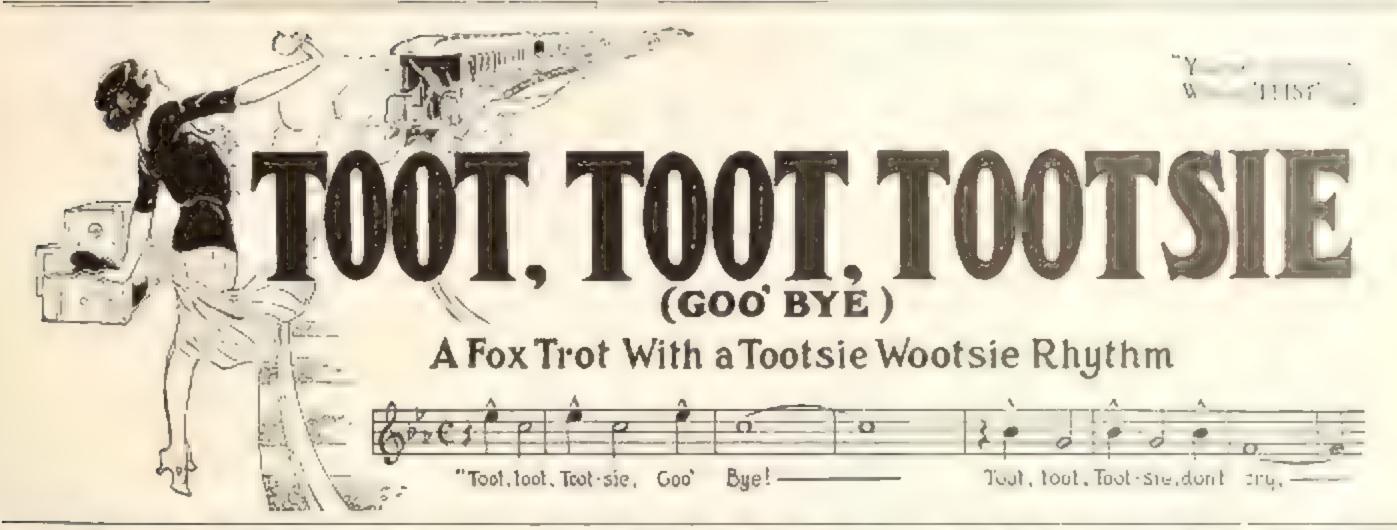
It is not yet too late to become a dealer in Okeh Records. You can still cash in on the holiday business. Write—right now—for information regarding our unusually profitable sales plan.

Consolidated Talking Machine Co.

227 W. Washington Street

Chicago, Ill.

Branch: 2957 Gratiot Avenue, Detroit, Mich.



MODEL HOUSE SELLS GRAFONOLAS

Schwartz Bros. Use Timely Publicity-Sell-by-Truck Plan Proves Success

Norwhell, Coxx. December of Schwarz Bresof the city, Columbia dealers, who accently opened one of the most hardsome stores in New England, had a model house built on a truck chassis and used the to-display and self-Columbia Gramuellis to prospects at one city.



The Schwartz Bros. Truck Operating

districts. This iscalable concepts by I. H. Wilbert, increaser of the Gristonola department and it is proving a signal sheet of limitation the suburhan textic and engined the Grandola trist sage to those who were made to x sit the Schwatz ware room.

The capacity of the model norse is six transnuolas with an adequate supply of Columbia records. The model house has not only produced sales left has norsed considerable conmential along the road representing a splential adaptation to the sell by truck plan.

The maste business located for the past sexeral years on State street. Merchen, Conn. and known as the Pathé Studio, is now headed in the new Centr I Busiding.

RECEIVES CARLOAD ORDERS

Player-Tone T. M. Co. Closing Splendid Business-Consoles Prove Popular With Trade

Present Je Theore in Lethermal, as deal or the Player Love Lagence Me time committee of a state of the lagence expect the color Lethers shown a tremmaters in tease and that the factories priming out Placer Toric products are working to rapacity to task three colors of the dealers. Mr under the other colors of the dealers. Mr under the appear of the colors of the dealers of the colors of the dealers. It parts to the appear of the colors of the dealers of the colors of the dealers are to constitute stack as test as a second of the colors.

In a fine with the World Mr. (and the rived that contectable matrix of this terms of the rived so, and the rived to red to the rived to red the rived to red the rived to the

EDISON DISPLAYS FOR THRIFT WEEK

Window Arrangements Hooking Up With Annual Thrift Celebration in January Offered to the Edison Dealers for Local Use

Thus A Edward Lie, in the Edward Ldward Instruction Short selection covers the window display arranged for the ner or the resulers recognizes the element of functions by hooking in the prepared displays with the annual Haut Week camps in, which however on Edward IZ Benseum Frank his leithiday. I wo names in transport site officed to the dealers hoth of them urange the inchange of the New Ldisson in the hidget plan for next year as a stop thorem, the in kinging with the Haut Armit

HOLIDAY WINDOW ATTRACTS NOTICE

Gulick-McFaeland Co. of Builington Ia. Beings-Music to the Fore in Attractively Conceived Holiday Window

The second secon

The part of the selection of the selecti

Table and with a part of the content of the state of the content o

IMPORTED

HOMOKORD RECORDS

We have purchased the entire stock of the Hegeman-Stewart Corp., consisting of HOMOKORD RECORDS, GERMAN and STANDARD selections.

-NOW OFFERED AT ATTRACTIVE PRICES-

Special discounts to quantity buyers—Ask for catalog and prices

FAVORITE MFG. CO., 105 East 12th St., New York City

Cable Address Reg d

Send for Samples and Special Quantity Quotations

Long Distance Phone Baring 0535

IMICO INDIA RUBY MICA DIAPHRAGMS International Mica Co. DIAPHRAGMS

GENERAL OFFICES AND FACTORY: 37th and BRANDYWINE STS., WEST PHILADELPHIA, PA.

LOCAL DEALERS HOLD MEETING

Leo Feist Day Observed at Meeting of Talking Machine Men, Inc.—Dr. Miller Reese Hutchinson Makes Interesting Address—Hugo S Radt Gives Timely Talk on Banking—Other Practical Subjects Discussed

for Decrebe a common part addered has been been been to the Books and on Wichella, I becomise to the source of the north interior one of the north interior of the though, and the property of the formula of the Books of the Books of the Roders.

found it impossible to attend. Several interistal, addresses were on the program and the dealers present thoroughly appreciated the practical value of the meeting.

Irwin Kites, president of the association, mole exceed presumary announcement, our or turn being to the effect that it was practically rectain that the Board of Education of the City of New York would adopt the plan spoof or discount Kintz and the Talleng Machine Men, Inc., whereby the local talleng machine dealers would have an apportunity to enope to with the different schools through the reclumn of times a course tests. The Talk-

ing Machine Men, Inc., has a mumber of insportant and original plans to introduce in connection with this idea which will make it an unvaluable aid in the development of record business.

Mr. kmitz tead an anterestin, letter from theo. W. Hopkins, ceneral sales transper of the Colmulo, Graphophone (o., positing one that the week of December 1 to 9 was being of served as American Education Week, and emphasizing the treatendons possibilities that are awaiting processed dealers who appreciate and understand the unknoted scope of the educational records that are in the extalogs. Mr. Kurtz also read a telegram of good wishes from Orro Hememan, president of the General Phonograph Corp. New York, who expressed keep recent at his mability to be present at the meeting.

The Diverger meeting, from a musical angle, was designated as "I co Feist" day and representatives from this well-known publishing house were present to entertain the members and to reature the latest Feist hits. Theodore Morre, prote sonal manager of Leo Feist, Inc. was given an enthusiastic reception by the deslers, and in a brief talk pointed out the -pleudid co-operation and help that his organization is extending to the talking machine deal cis. Mr. Morse introduced Messrs. Miller and Stemer, who tayored the audience with three or the latest Ferst litts, "When the Leaves Come Jumbling Down,' "I'm Mighty Sweet on Mr Sweet Switche, and "Inot, Toot, Inotise."

Abnor Dayuga, president of the Kneker-hocker Laking Machine Co., New York, Victor wholesaler, advised the dealers that finely and interesting literature had been prepared to carry out the idea sponsored by his company under the caption, "The Theatre in the Home." This plan provides for the merchandising of Victorias and Victor records along decidedly original lines.

It had been planned to present at this meet nor the new thirty in auto record invented by the Hon Noel Pemberton Billian, well known arrentor from Great Britain, who sailed for home fast week. Mr. Dilling, before sailing, made arrangements with Dr. Miller Reese Hutchinson, pronaucut New York inventor, whereby to would represent Mr. Billing's in terests in this country, and it had been planned to demonstrate this iron records at Wedness day's meeting. However, through a shp-up in the agrangements, the records did not appear, but Dr. Hutchinson tayored the dealers with a hire description of the technical phases of this new record, which is maned the "World," and stated that he would be present at the meeting in lanuary to demonstrate the record,

Through the courtesy of Byron R. Forster, president of the Brilliantone Steel Needle Co., the members of the Tallong Machine Men, Inc., and their guests were tayoned with a practical and informative address by Hugo S. Radi, as sistant cashier of the Capital National Bank Mr. Radt, who was torneeds identified with the talking machine industry for six years, is also well known in banking encles and he was, therefore, able to give the dealers some valuable pointers as to the desirability of establishing personal and close relations with the banks Mr. Radt stated that in making loans and in conducting the banking business generally, bankers were guided by three cardinal requisites, character, ability and capital, and he then proceeded to give details as to the importance of these qualifications

An Open Letter

To Phonograph Dealers

YOUR BUSINESS demands that before placing your 1923 orders for needles, you receive samples and prices from us.

We offer you a needle of exceptional tone at a price that will please you.

DO NOT DELAY
SEND FOR INFORMATION NOW

The Delta Company

Drawer 520

WESTFIELD, MASSACHUSETTS

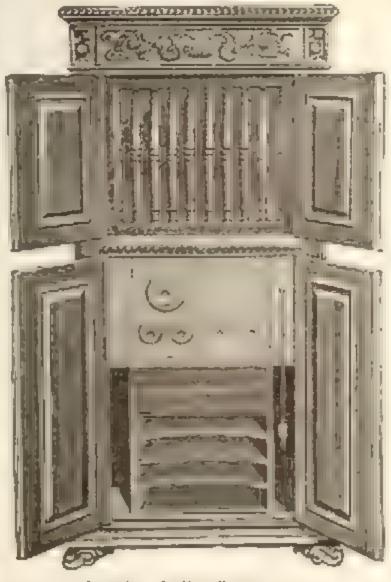
ANNOUNCES IMPORTANT COLUMBIA CHANGES IN LONDON

President and General Manager H. L. Willson, Who Hax Just Returned From London, Tells of Sale of the Stock Interests of the English Company to Prominent Financial House

H L Wellson, president and general manager of the Columbia (naphophone to, who arrived in New York Saturday, November 25, on the SS "Manretania," after a three weeks' stay abroad, announced upon his return that the company had disposed of its stock interests in the Columbia Graphophone Co., Itd., manufacturing and marketing Columbia products in treat Britain. The purchaser of the Column bia Co's stock interest was the Constructive Finance Co., Ltd., of London, one of the most powerful and influential concerns in Circut. Britain, which is backed by a prominent group of English financeers and sudistinal managers. The disposition of the stock interests carries with it a perpetual working agreement highly satisfactory to the American company

The new owners are planting to continue the Culumbia business as heritorore under the name

Radio and phonograph combined in the LYRADIONyour customers will prefer this line



Lyradion Italian Renaissance

Combination radio and phonograph. A beautiful hand carried calamet in a lychrone finish for arge houses and if he Wirel ser Westinghorse "si or or per a st. Lital in 5 stage can regiment two act. Ad mationints in I little ries uning a fely

Radio enthusiasts are expressing their prefecence for the Lyradion line of attractively lion-ed radio sets in no uncertain terms While the lady of the house has tolerated the old method of placing batteries and sets on the library table and floors as a matter of necessity in the past, she is now demanding the attractive Lyradion combination radio and phonograph completely housing instruments and latternes and offering dual and perpetual entertainment features Besides these attractive cabinets harmonize with the furnishing, of the modest as well as the most luxurious home curroundings

The wonderful Seabrook amplifying born used on all models is responsible for the remarkable represtucing qualities of Lyradion instruments. This horn employs entirely new principles of sound reproduction which are fully protected by basic U S patents.

Lyradion cabinets can be furnished wired complete for Westinghouse two-stage R. C. sets or with Lyradion five-stage non-regenerative receiving sets.

Territory is being rapidly albitted-dialers in J bbers should write or wire immediately for

Lyradion Manufacturing Co. Mishawaka, Indiana KENTON W. MIX. Director

of the Columbia Graphophone Co. Itd., and Louis Sterling will continue with the new or campation, occupaing the post of managing director Sir George Croydon Marks will an



H. L. Willson

there is a limited of the limited of the forthe same post that he held in the past

The new owners of the Columbia Graphophone to, l.td. wis institute important pages for the development and expansion of the company, thereby continuing to give Columbia prodnets in Circal Portain the support to which they are entailed. One of the interesting features of the working agreement between the two conpatrics is the consummation of arrancements whereby additional strength will be given to the foreign language repertores of the Cohunha to in this confitry

Upon his return to New York Mr. Willson was constanted by the Columbia director to on the consummation of this deal, which is one of the first autoriant fransactions announced in talking machine circles this year. Mr Willson's accomplishment is all the more remark able in view of the fact that he was away from his desk only twenty days, having sailed for Great Britain on the "Olympic" on November 4 and returning November 24

A. C. VALEUR'S NEW ACTIVITIES

Secretary-Treasurer of Sonora Phonograph Co. Now Associated With Canadian Company-Well Known and Popular in the Trade

It was annuanced this week at the headquarters of the Sonora Phono gaph Co., New York the A. C. Valeur, director and secretary treasnrer of the Sonora Phono raph Co., Inc., had made arrangements to sever his connections with the parent company and transfer his activities to the Sonora Phonograph, Itil, or Foronto, the Canadian distributor of Sonoraproducts. Mr. Valcur helped organize the Canadian company and is its present scereture and treasurer, assuming on January 1 the additional duties and responsibilities of managing director

Mr. Valent visited Turonto during the recent fair and was so impre-sed with the inture prospects of Canada and su pleased with the general character of the Canadian trade, as a whole, that he arranged for his permanent residence in Canada Mr. Valeur has had a wide experience in the phonograph industry, principally in the managerial end, and leaves for his new held of endeavor with the best wishes of his many friends

IN CHARGE OF THE PURCHASING

Miss E. F. Sulow Takes Important Post With Emerson Phonograph Co.

M. I I vie provid provide cent in being colers, a gers in Increase Home and a live and a LAMBERT OF FREE RESERVED A TELESCOPE creation. The selection in a company producing real and conditioning to the specification of a property of the The second of th this me certifies ex-Larre treate attended to be high bodie and the de a keed to the thirth and piece

Suplen Mr. of they Victor dealer, In Che and Terodroces Macronian Contracts Trees untirely translated adjustment in approximate have been walk all a section the differthere of the classical transfer envoted a 4 , by , mell in by me

Mr. Edison Man: -Don't Say

"KAN'T," say "KENT

Write for catalog of complete line The KENT No. 1

With "S" Sound Box

Has given complete satisfaction for years





Irvington, N. J.

FINE HOLIDAY TRADE EXPECTED IN BROOKLYN

Drop in Business Due to Curtailed Advertising and Sales Campaigns Causes Resumption of These Activities—Dealers Ordering Heavily in Antic pation of Holiday Rush—Many New Stores Opened—Important Changes in the Taile—Happennings of General Interest

a note to brooks and I is the free tend the morning of An Light of the state of the Director of the state of the st . I di sorthe and per of last year - macket to one trade buy, as a I come to the transfer and transfer the recent be reson will beyon, at Pet in a second of the year with · Actualist to 2 consultable waller the beautiful the state of plants and provided to some extent his the and " of the state of trape of the supplies A sub-right on a sub-right three sub-right I a compressed to a some of Sept. on the contraction of the state of mal a confere House, post de, let a clist, that an inter-trailing long; I in a filler up and a consequence carry जी की कर स्विति का जी की with will be a first the fire girls in Decryler to a maker and did spine in I in both and have and seconds. This power that be a cultural and white the

Who called a transfer to the various of the constraint of the constraint of the called and the c

The Price cutting Evil

trent or and the section has a pro-

Alap Dour Christmas Be a Merry One
and The New Year Be Not Only
Dappy, But Most
Successful.

This Is Our Whish To Our
Dealers and Other Friends.

**The Prical Contraction of the Contra

heed by two or three local stores only and His came shows are hong sharpic concredto: Her actions. No donly II - offering of strucked radio machines at cut praces has maregally affected the hisnary done by the leg tiare dealer who is thems to sell be merelian the at the readar list price the infinite name essers mathed or doing business, cope a 'v at the time of the scar, finish he frown if on as at is being from without and exclude what source. The leg timele dealers who are adbur ag smoth to legit nate methods should be constanted for their consers in keeping the? burnes on the histophane possible and no don't the will be the end be amp's repeal for tion attender a price cutting only trible to arrate a feed proposed of interval altituated c The holore while result in their faction

in a most uidesmable bulit throughout the

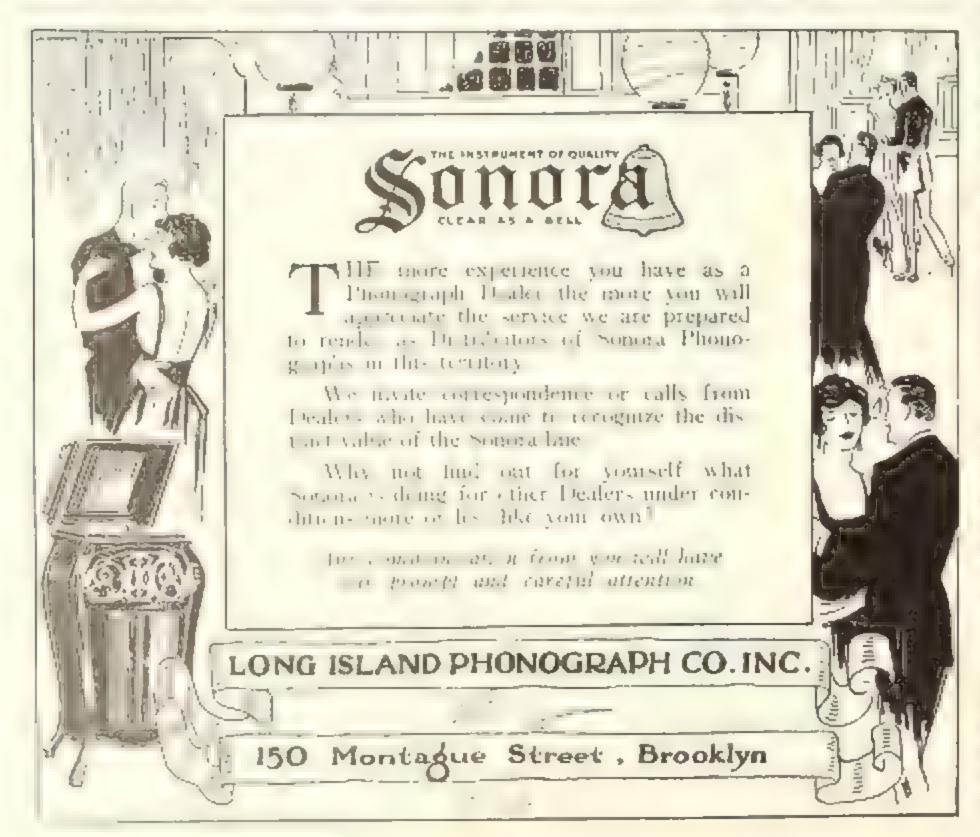
Tisch Music Store in Fine Quarters

An in portant event in talking machine circles in Brooklyn this month was the formal opening of the Tisch Music Store, located at Polk avenue, near Twenty-hith street, in the lackson Heights section Adam B Tisch, proprietor, is receiving the praises of a large numher of triends in the opening of this new store, as it represents the ultimate step in the commendable progress he has made in the talking machine retail held. Mr. Tisch started in business as a talking machine dealer some years ago back in his own home, where he devoted two of the rooms of his house to the display of talking machine models. After a period Mr. lisales husiness grew to such proportions that be was compelled to procure larger quarters rear his home, resulting in the opening of the present store. The general arrangement and equipment of the store represents the very latest in retail store construction and is, no doubt, one of the best equipped and most beautitul stores in all inctropolitan New York

On the day of the opening of the store Mr. Itself secured the services of a troupe of Hawanan massecans who entertained the visitors with Hawanan melodies and also rendered some of the latest lits in dance music recently released by the Victor Co. Charles Mason, of the New York Talking Machine Co, and other representatives of the Victor wholesale trade were present and assisted in the opening

Vorbach Bros. Open New Store

Another new store recently opened in this section is that of Vorbach Bros, 413 Fulton street, lamaica, I I Vorbach Bros, proprietors of the store, also conduct another establishment on Jamaica avenue, in the Richmond Itill section of Brooklyn, and are well known in talking machine retail circles. The new store is one of the finest retail establishments in this city. Eight sound-proof booths have been installed and also one large soundproof room which will be devoted to the demonstration of talking machines. Record racks have been elected conveniently near the privite hearing rooms and also cas ly accessible to sustamers coming in for a record, as they are placed close to the entrance of the store. On the day of the opening an orchestra rendered selections and appropriate sourchies were dis-



inbuted to all those present. The company te opens the Sonora late and Lee Coupe, who was responsible for facilitaking on the Sonora, there d the opening and helped materials, in the arrangements for the opening day

Shortage of Sonora Machines

the Long Island Phonograph Co., Sonora . I do by for this territory, reports that the der and the Somora madames during the past now a less been rupricedented. Orders for tuchings have been comme in from all seve hours of the terratory and the sale-hour or refthey has mess chough to meet this demand has to one scripts. Although slepments have been comers in from the factory with more or less resultants it will be inspossible, according to officials of the company, to give dealers all they have ordered. However, steps are being taken that will in ource incry dealer actions a rair share of the goods received so that illwho able to have some pachines in shek to -ell during the holidays,

. W Kittle, treestrer of the company, as well as I I Schratzerer sales teathfair, are now back of their de-k- after a trip which took ther to l'in-burzh l'ufaco and to the Sonora factory in Sagmaw, Mich. Mitch rent. ful work was ac onspashed on this trip, espechalls at the factory, where a coses consact was established which resulted in expediture displicate of mild are to heid-granters or Brooklen

R H Soul we agree the month, spinding -one the of the litt-his he while all Somme bring he and how these presented or to the teron in Sammy to concrawth officials there or dans for hinds, and bey him but ress. Mr. Ive th was accommonled by limb Complete sales intanager of the Sor eaching

Dissolve Partnership

The Lymbrook Mary Shop, 20 Yanti avenue, barabiook, l. l., las har disabird a parimed p which exited between 100 Benton and his brother, Robert, and from now on J. C. Berten will be sole proprietor of the company Release Benton, the owner of arce real estate interests on Long Labord, will dracte his true to this business. Lines Ben-"on was the original active method of the concern and will continue the business as here totore under the same name and at the estin be don the team, tachine by mer has tree descripted to the or mile be a propor Your, crossing the pightomer of a very line inte-

Delivering Large Orders

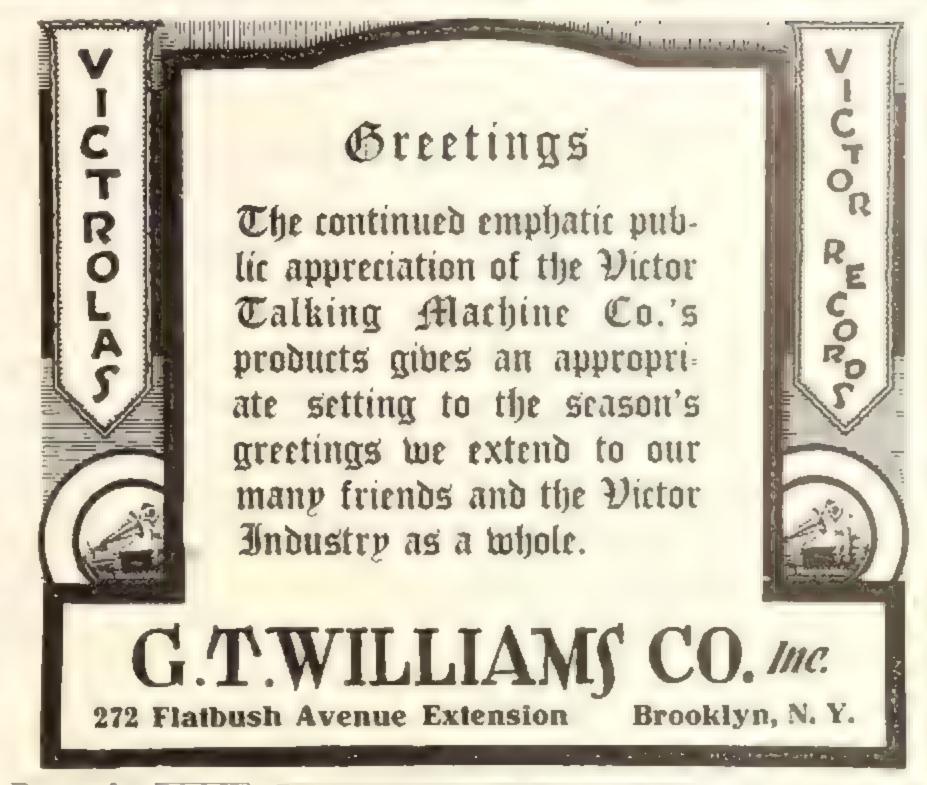
The American Malling Machine Co., Victor whole the post lie territory, has lare kept sity Sees the past month delacems, large orderannican lighter and proceeds to dealers in all sectime of the firsters. New shipments of the chines are lained received from the factors and ... soon as they arrive they are initeductely dispit led to dealers. The record business, stated R. H. Merz - general manager of the contains, has been a heady, and normal one New rounds for December on oxed wide popul 11,55 with dealer- everywhere. Machine salelase been remarked to be last and there is no dosht Mr Morris de actes, holiday business will be reader than ever before the Offer som representation of the company for Lone 13, 1d as spinith considerable time with deal er, below then put mur stone and stocks on the period bolicky business.

Good Business Practice

20 peop that it is worth while to caltivate the 17 and hip of falking may line customers the Neaportan Talking Machine Co, which con-

MOTORS

(Swiss) DOUBLE SPRING Suitable for Portable Phonographs Stock On Hand, Ready For Delivery Sample \$3.75—Write for One MERMOD & CO., 874 Broadway



ducts a retail store at 321 Comptistred Seconds. A the media to the second seco Stade a vile of Peer No. 17 Villou in Topis horst the friend-then one erston is the ett feder i lætte find a the letting for acned in the large to the color to the color to the bent de about a sa'e or a large, expension in strument. A new days later the name counsely to the store accusages of be face or by the the who will so pleased with the machine that they can be preferred one for the cover him in Lems Lan. 40, and proportion of the copy, to the man responsible for this sa stactory -ales, and he stated that no idents on this local happened to him before, pros a conclusions that it pays to make become with every be-TODAY THE Relation to the same than a column to the sale of these radings end it be i searched a large let of teenings when hear let up the foral to a considerable here and to doubt will help materially in partial. Mr. Lancaro's yearly business over the top he a very ामहामा केंद्र क्षेत्र अ

E. A. Schweiger, Inc., Enlarges

1 A Schweiger, Inc., which compute a refail store at 1525-27 Broadway, opered to Lajoible this month a new addition to the some which has complete's that god the old established helanor, into thorough's modern practice. An adjoining story loss here added the day of wall laving been form out, turn a the two Stores into one help, stadous show one in the progressive house a will known thou hour inctropulstar talking machine and experience of has combated a space-yill Victor in the braness it this foration for turns scare place they add tion critainly reflects the process and and with these saled tarilytics no loub, "row of will consumited With every tradery concentrate known to result selling sustailed this will be able to offer faising that lane buyers a superior cryice that is bound to reflect in total sales.

New Sonora Accounts

Among the new dealers recently established by the Long Island Phonograph Co., Sonora wholesaler, is the store of Sarokin Bros., at 125 Church avenue. Flus dealer, on recept or his first order of Sonora machines, sold to a castomer an Intermezzo model and a Marquette model as well, resulting in the placing of an additional order for machines double the size of the original one. Other new dealers to take on the Sonora include the Zion Music Co., or 179 Tonipkins avenue, R. Petraelia, at 871 Lihcrty avenue, A. I. Young, 2124 Fulton street, and P. Hirschlein, Carlton avenue, Islip, 1-1

Second his file of the second dura d. . .

Nassau Radio Co. Institutes Drive and the second section of the second and to here is the second all class to a contract the second Coff store R 1 (1) the company of the co CHEC PERCENT IN THE CONTRACTOR property of the second while dealers and a second Here de la company de la compa phase of the state of to the beauty of the

A VISITOR FROM CHICAGO

A promise also be the control to the first Sin Samuel Participation of Art Reduce. president ad for the Sac Then the order of the color weperfield a Source of his particular Miles Remote and North the contract organization of the second of the second The address I have been a few to the contractions of the Capture at any Someral dies in Land Ashort Dr. Senier I no special a for been consistenced to a con-stated the state of the state o

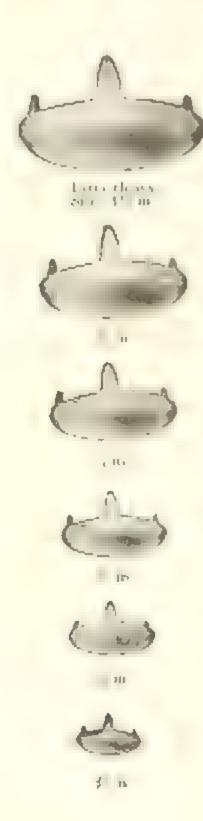
Character of the second of the straggles State to the text by the land land his to



No 35561-Holly Wreath, natural prepared, each \$1.25; lasting for 25 years. cost is \$05 per year XMAS CATALOG No. 35 with il-Justiations in colors of Artificial Flowers, Plants Vines

Baskets, Trees, Holly and Poinsettias mailed FREE FOR THE ASKING

FRANK NETSCHERT, Inc. 61 BARCLAY ST. NEW YORK, N. Y. Made of High Grade Hardened Steel Specially Treated to Give Frictionless Surface





Furniture Footwear Easy Movement

A furniture footwear device must give easy movement over any floor, covered or uncovered. Unless it does it means weakened furniture. No device ever made gives ease of movement under all conditions as effectively as

DOMES of SILENCE

"Better thun Casters"

In addition this, simple slide has the added important qualities, which ordinary devices do not possess:

> Economy Simplicity Silence Invisibility

Adaptability -Simable for covered and an-

Service

Long wear.

Gives protection to furniture, floors and rugs and are the perfect footwear for furniture.

DOMES of SILENCE Division

Henry W. Peahody & Co. 17 State Street, New York City

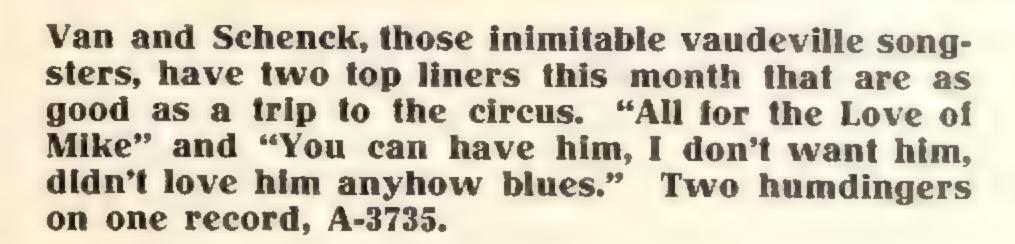
In All Your Talking Machine Orders,

Specify DOMES of SILENCE

"Better than Casters"

Pe

What we say above about Furniture applies also to Phonographs



Columbia Graphophone Co.



CINCINNATI

Demand for Machines, Records, Accessories Far Exceeds Expectations—Expect Record Month's Business—All Jobbers Active

day trade in talking machines and records—in all accessories, in fact, even down to needles—has exceeded the predictions of even the enthinsiastic optimists. This month—December—threatens (what a welcome threat) to be one of the nost profit by a verify. The public harmoney of you need evidence of that fact, all you need to do is to enter any store a music or otherwise—and look over the floor. You probably will be surprised.

There seems to be a great deal of early shopping among the people who desire musical goods. All retailer are come to laive their hands full in supplying the trade that is coming

to them, and for the time being, at least, the policy of carrying a short and sare stock is thrown into the discard

November, as a business month, tright be called a prophery. Its promite, already being infulfed, was excellent. Indeed, November, 1922, was one of the best Novembers exception of the best Novembers exception of the best Novembers exception.

Wholesalers in All Lines Active

At the Imaginate branch of the Columbia to business already is booming and orders are coming in which insure, even this early, a splend dimonth of hismans for December. The Columbia branch is making every effort to supply its many dealers in this district fully and

promptly and thinks that it will be able to do so though trade is exceptionally laws;

The Olno Talking Mainting Co, whoesaler of Yactor goods, supplease trebally every a count in Concinnati, as well as a metod shows a Indiana, Kentucky and Yact Vir. ii a also maked. A H Bates, president of the companished. A H Bates, president of the companished. Our holiday his means going to be him, I am sure. November was a remarkable start toward the bis more, and although our stock is lauge, we feel that have essentill be so great that we will be present in tore Christing.

The New Indison to, wholesales for all holison dealers in this district, also reports a fine trade for November and sites a correspondingly greater trade for December. Manager Ochian said. "Our November trade was a log opening for the holid a basiness. It was the best November in a very long time, and December is going to fall under the same classification. Our stock is apaquate, but we do not expect to have much or it left at the end of December, and we shall take about all of the shipments we can get. The new Edison consoles are very popular, as is our new upright model. These are moderate prized machines, and are going except in the well."

S. Rei-, manager of the Bruns-cas products, said. "Brunswick business for November was exceptional and leads us to be eve that December is going to be a nanner month. We surely are busy here. Orders are coming in with great rapidity and we are coming to have trouble supplying the demand during next month.

November Totals Reach High Mark

Retail business at the Otto Grail Plano Co, dealer in Victor, Acolian and Srail at \$200 directs, resoluted a high mark during November "November was remarkable," and J. J. Van Court, "but December, unless all rights tail, is going to be one of the best hord, months we ever have had."

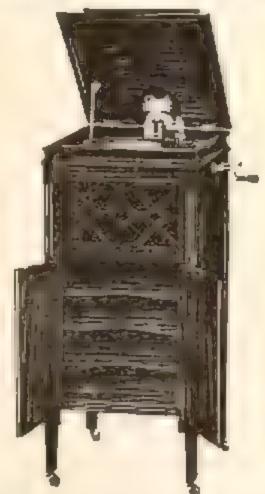
Wideact's Gratorola Slap, while leas in Columbia, Grandy and Victor lines, also reports a fine month and expectation of a famich bifter one to come. Morris lantel, a analysis of the Gratorola Shop, declars that this is one of the best Anthons the trade lass some and that when December 1- over there will have been some modes used. The retailers, as well as by the artists.

Window Displays Bring Business

On Chubb Steinberg, Music Shop continues to do one of the best retail businesses in the city. Howard I Chubb is untirug in his efforts to arrange aftractive display windows and his orientality always drives a consider of number of people to his too. Moreover Mr. Unibb is the only dealer of the city who always sies that would record in the city who always sies that would record in the city who always windows, so that no person has pass with one hearing these fantalisms makes, Radio sets, are Mr. Chubb webstant and for justs to the younger boys and pulse and for justs to the younger boys and pulse had some of the older ones as well.

LAST CALL

Model 75, Sample \$27.50



Mahorany At x 17 x 19, denote comble spring motor, and Universal representation

A Fair Discount Will Be Gaven in Quantities

Terms Strictly Net Cash Send in your orders very promptly, we do not espect to have these models on hand for any length of time

Puritone and Truetone needles at 25 cents per M, in lots of 10 M or up Phonograph accessories and repair parts at very low prices.

Fulton Talking Machine Co.

Just a limited supply of our three models, which must go at

Startling Sacrifice Prices

Model 35, Sample \$12.50



Mahorany, 16x toche Double Spring, Universal Tone Arm Back Casting and Metal Horn

Model 50, Sample \$15.00



Michiganty and Dak (1917), e1997, double spring moder, and thousand Tone in

253-255 Third Ave., New York City Between 20th and 21st Streets

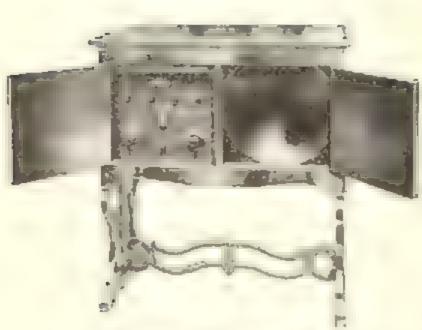
CROSLEY

Radio Apparatus

Better—Cost Less

A Four Tube Receiving Set

\$55



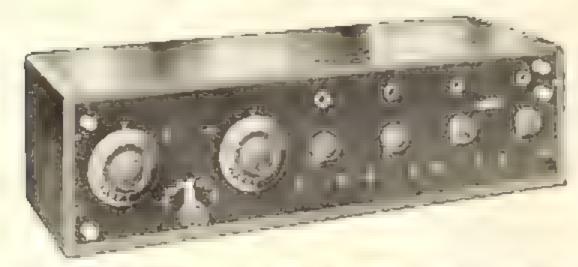
CROSLEY MODEL XXV

A Consider Mindelle Committee Commit et a from the punch incornotating the same green as he Model V The above to ar range to the the McCl Ro Magnayor that one be grick's ustalled and book of aprile the set had the Massack in net facilished at the proce taken to those since for A" Eastery and B" Bidle and Baffely charges (feered to quaranto to Figs a bisable draw up to car from sand the section is to consider the for heart all a late to the true internal Bellance of the contract of the

CROSLEY EXPERIMENTAL UNITS

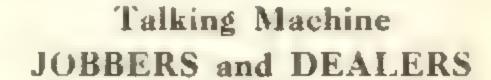
are designed to help the experimenter by turnishing undion detectors, earinmeters, condensers, audio frequency units and their combinations in indiridual culmers. These units can be hooked up by simple binding post connections Adapted for use with either terall or 11 soult butteries

> Write for Catalog of these Units



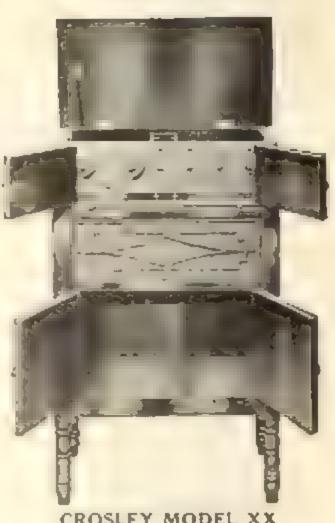
CROSLLY MODEL X 11,- Conscious set is the most regular on the market to by the ensists of one stage of Line: Rada Prejuency Amplication Audion Detected and two stress of Androll requires Amplification. The Cresles World X is tight any second coprinciples and a the agment sendent and elected law ally is the land Rise Frequency Amperication popular. With this set li-teners in Horola have heard bread astrong from Warning, San Francisco ci-co and Hopelpha. We compute to emphate in recent members this set to excreone. Without phones latteres or 113 105, 132 1

CROSLES PLOTETER MODEL VIII (three tubes) \$4800 CROSELY RECORDER MODEL ALONG INTEST URUSTA CHARROLS, MODILL V. Oncode \$1500



You are the logical men to handle Radio Apparatus as we explained on this page last month. This will be a Radio Year and you will greatly increase your profits by supplying Crosley -- Better-Cost Less-Radio Apparatus.

The Instruments shown on this page are the height of simplicity and efficiency as well as beautiful pieces of furniture. Nothing better on the market at anywhere near their price. We are prepared to fill any sized order immediately. Write to-day for catalog.



CROSLEY MODEL XX

a rought fall trabenct Model incorpoat no the Model X Receiver. Has ill to splendid qualities of the Model V and m addrson it has compartition to the formeries and a large and that carm of Price without plance lateries r tobes....\$10110 CLUSTER CARRYLL MODEL XV Sano is the acceptant without batters of the artificent and designed to rest on a laber Price . . . \$7000

CROSLEY PARTS are the last n ord in simplicity and efficiency. We make everything necessary for the building of any type of set and our prices are lower than anything on the market.

> Write for Our PARTS Catalog

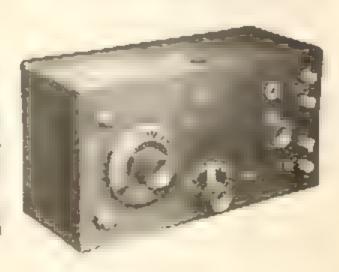


CROSLEY CRYSTAL RECEIVER MODEL I

a consider on tall remaining set but estenly with it, it is a phone and per la la deste en la sala la la = u + q 5 M rule and will and all the moleculars that the find 1 -

HARKO SENIOR MODEL V

This is a suctifie set of exceptional ment and convers of laner and Author Deposition mounted in a man early trished caling the set has a rance of several hundred miles, and under favorable confittions listeners in Deneri have heard Schenectary and Newark Processing without tubes, autteries in phone:



Liberal Discounts to Jobbers and Dealers

CROSLEY MANUFACTURING COMPANY

1226 ALFRED STREET, CINCINNATI, OHIO

IMPORTANT BIG PUBLICITY CAMPAIGN FOR RADIO WEEK

Through the comperation of the editors of the various publications devoted to radio, considerable publicity has been given the past

throughout the country Readers of The Talk ing Machine World who may be interested in securing these eards for the purpose of wang



Artistic Poster for Radio Week

month to National Radio Week, which scheduled to take place during the week or December 23 to December 30 A handsome three color postal card has been designed and millions of these eards have been distributed

them in this radio publis to campaign can secure a reasonable quantity by communicating with the he diparters of National Radio Week, 325 Broadway, New York - Discussorest many rested indicates that the event will be a success.

ATLANTA

Christmas Rush Is On - Celian and Rural Dwellers Offer Fine Opportunities for Live Dealers

ALLANDA LIA, December to With the passing or Thanksgiving there is ever evidence that Christians shopping has started in carnest. The Attanta dealers report that mach he sale are coud and that, it addition deposits have been made on scores of riadimes, the actual same tobe completed between rose and December 2"

Conditions thron, hour the Southeast are very much better than they have been during the just two years. With cotton -clling at about 25 cents, the farmers, even with their Built crops, are a great deal better off than second possible in und-Summer

In the cities work is plentiful, especially of the building trade. Most all the Southern cities are establishing new high records for building construction. Tabling tractime dealers. are optimistic, their chief worrs being the short age of popular-priced product, especially in the console designs

M. E. Lyle, Atlanta, reports such a steadily mercasing demand for Strand consoles that he has been required to carry about three times. the usual Atlanta stock.

The many triends of Herbert Brown, mana-. ir o, the Victrola department of Cable Piano to, will regret to learn that he is in a local hispital, where he recently underwent an operation for appendicitis

Loveman-Joseph-Lock Co., at Birmingham, has obtained the Victor trancluse and has already received an initial stock. The talking machine department is in charge of D. Green.

I F Forbes & Son, of Lerrameham, have become jobbers for Paramount records. Mr. Forbes reports a large demand, especially for the pazz numbers by colored artists.

"Bob" McDavid, secretary of Clark & Jones, Permingham, was a Thankspreng visitor to Atlanta, coming over to attend the Auburn Techfootball game

The Southern Sonora Co is plaining to move into its fine new location on Peachtree. street about the middle of December

John A Cunningham, of Jacksonville, Pla,

Columbia dealer, has sust anished with a very successful Gratonola sale one hundred and three Gratonoias being sold in two works

b. Miller, Colambia salesman out of the A. lanta branch, las recently been transferred, at his request from the lange-seg territory to the south Georgia territory. Mr. Maler has a host or sincide in his new territory and we are size mis splend d success will continue

The to owing firms have recently been added to the Athera Columbia branch - list or deal ers Paymes Lor Muse, Greenville, S. C. Chalifous Music Co., Birmicenam, Ala, Morcan Engineer to, Albany Alb. Land Phono. graph to, Charleton S. C., Lagera Brown, Manchister, S. J., and West Inviting Co. Marshall, N. C.

Salestren of the Binn and Co. M. B. Duke, Ralph Hoose and H. Kalske were at the brack once a construct with district pain

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The Cochian project to the dealer report a sit to control to for the past same it is a second or the constant adreced the cross of the conwith its new an area, and a report to do itell a strate him to be the law of the Tottl Weeks

The Masser Lumition Co., to the distrior Humbyilli And, county and in some primadesign Cubundia Gramada 10 mach proton est a tizer of that ethic

The Storcla Language Co., Branswill do be last the distance of the section and C. V. Touck hindreds, experiend into sale-man in chara or the masse department, the store and department is supposed to a ve Sam-wish phonograph and proud layer for t class service.

Ludden & Pates Music Co., Bent swick drawn has found a considerable demand for the Brun wick records of the "Sacred Hary sense ers which is not empress, a Atastr is the Tradeguerors or the Second Dept. in co-

The Pleringen Chorus, excussed Prinswick artists, appeared at the Auditorium Wednesda November 29, and presented a selected to recall property 11 security we should be juyed by the large andone and a combit Brunser kideaker on Alla Coand or Subject havang mare call on the Carena Temperature II carts a

Nate Beinsteil, ""II. in I in dealer of Montaclio, N. Y., recently announced I. Tenpopary refreement from brongers own a teldent nes. Mr. Regastein well in cutor the trade tohowing treatment for his all chon-



Inquiries

Dealers

Salicated

from

"We Serve the South"

Keh Records

for the holiday season

Now that your business season of the year is at hind sales should be quaderned, profits increased, and new customers made, and kept

Okeh Records help you to do all this by offering a complete line of those records that are always popular at this time of the year, from an early release on the newest songs and dances, to Christians carols and sacred livings

We carry at all times a complete stock and include pared to fill your orders minichately

Wholesale Phonograph Division

J. K. POLK FURNITURE CO., Inc.

Offices and Snow Rooms:

294 Decatur Street

ATLANTA, GA.



EXCLUSIVE

- 1 New, improved type of record
- 2 Back to pre-tear
- 3 Practically free from surface
- Greater durabation
 Special exercise property

Order these "best sellers" NOW

President Fig. Wiest in the first of the fir

better than

standard

THE DESCRIPTION OF THE PROPERTY OF THE PROPERT

TO WE THAT I WE STORE THE STORE THE

Improvements which make profits bigger

¶ Think of the importance of virtual noiselessness!

¶ Think of the importance of strength beyond the dreams of yesterday!

Think of the importance of records, better than standard, at ten cents lower price- without impairing your profits!

¶Think of records made by a new process neither laminated nor paper—which open possibilities heretofore beyond reach.

¶ You can sell these Globe Records.

¶ You can make a lot of money on them.

¶ And don't forget that they increase business.

GLOBE RECORD DISTRIBUTING CORPORATION
30 Church Street, New York City

GLEANINGS from WORLD & MUSIC

THE PAST YEAR AND THE FUTURE IN MUSIC PUBLISHING

1922 Has Been Close to Normal With Many of the Publishers. With the Usual Quota of Hits Developing-Optimism Regarding Next Year Shown in the Campaigns Planned

The condition of the runsic publisher particularly in the popular cid of the business, reflects somewhat on the activity of sales in fectod. I mercione, a cuteral response the situation in the popular music publishing held is appropriate at this time—practically the close of the year.

There is no course, nothing stable or permanent in the popular sheet missic industry. Therefore, a report on general trade conditions must needs be commed to the amount or salable works which have been issued throughout the course of the past twe've months. There, seemingly, was no dearth in little. The usual quota of compositions of meritorious and popular caliber has been published and there were at least five or six hig outstanding successes.

Probably the most remarkable song and dance success of the past season were "There of Clock in the Morenig," which is still quite active and which has had a very substantial sale over a ten against period. There was hardly anothing remarkable among the office issues oneside of the success of The Sheak and "The Kaslamin Song," both of which were linked up with the motion picture entitled "The Sheak". It should also be reported that the year saw the unusual feature of having a particularly popular number during the months of July and August namely, "Stundom, "which tended to keep what an sometimes termed dull months a little more active than usual

hollowing the opening of the hall instead shows there seem to be the usual quota of numbers with popular appeal. Hencever, this concerns carly to describe and of them as national successes. Probably Theoretical Link, from the new show, "To She Goog," and Tittle Nelbe Kelly," from the George M. Collan show of the same name, are the papear of that department of the publish of world.

It should be exited that despete a reduction in the volume or solve or popular numbers the ropular numbers the ropular numbers publishers as a whole have not

been depressed by this situation. They have admitted that after all the mentorious numbers have had very substantial sides, some of their reaching lings figures. Therefore, their appropriations for the exploitation of works which seem to have possibilities have not been lessened, and, indeed the majority of publishers it even spendent in securious Han was the case for several years past.

The outlook for the coming year is, indeed, gratifying. Most of the publishing houses have a program that calls for much additional activity and enlarged appropriations for publicity. There has been issued during the past four or five weeks a substantial number of new songs, may of them of great ment and everal which have shown indications of creating unusual sales. The publishers are looking forward to a most healthy new year and are making plans accordingly. This additional energy and effort, together with publications of no nessecondary will, as stated at the outset, be reflected in future sales of popular records.

"DON" LINDEN WITH LEO FEIST

Joins Staff of Leo Feist, Ltd., Toronto, Ont.— Firm Secures Exclusive Sales Rights to "Century" Catalog in Dominion of Canada

Foresto, UNI, therept and how, d.S. I mer tamiliarly known by his wide at the of freeds as "Don" I inden has joined the staff of Leo beist, I td, this lity, in the saparity of manager of the professional department. This important announcement conversalmost simultaneously with the news that this first has arquired the exclusive sching rights in Canada for the "Century" catalog.

The Century catalog comprises some 1,500 of the world's standard compositions. The Century edition music is published by the Century Music Publishing Co., New York, and will result in Canada at fitteen cents per copy. When dealers know the extent of the advertising behind the Century catalog and the energetic way in which Leo Feist, Ltd., are sure to push this new line in Canada they will realize what is involved in bandling Century music. The published soil turn a series of advertisements in examinal publications featuring this interesting satalog.

"UP SHE GOES" HAS AUSPICIOUS OPENING IN NEW YORK

William A. Brady's First Attempt at Musical Comedy Well Received-Joseph McCaithy and Harry Tierney Collaborate on the Score. Which Is Being Published by Leo Feist, Inc.

With the opening of the new musical show, Up She tions," in the Playhouse, New York (its, Wilham V Brads produced his first musical council. The production is a musical version of Irank Craver's councily, "Ino Many Cooks," The Series is hy Joseph McCarthy and the music is by Harry Tierracy, both of masic I confeds fair of Diere is an excellent and well selected company, which includes Richard ("Skerts") Gallagher, Donald Brian, Ghiria Loy and others

Practically every paper in New York Cave one is review cave the new offerance a particularly enthusiastic send off. The New York Sing says. "A spontaneous, breeze and tuneful

show and is well worth a trip. Its only short-coming is the loss of some of the humor of the original—which loss is probably not missed o much when Harry Tierney can supply good times to take its place. A superabundance of gay, a time, times composed by Harry Tierney, who turnshed the music for Trene' are at hand" the Mail, World, Globe, Herald, Times and Inleine and other papers are equally favorable in their comments.

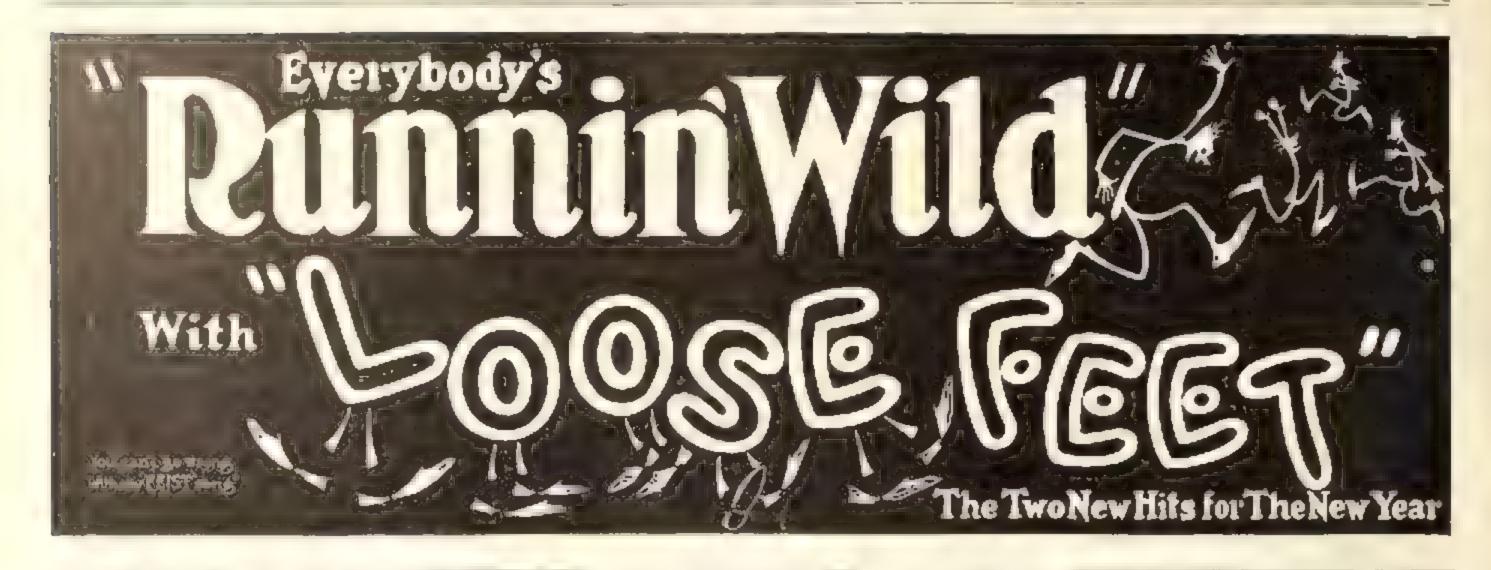
The songs which are mentioned as coming popular successes are "fourney's End," 'Lady Luck," "Nearing the Day," "Ly up," "Let's kirs," and "Settle Down and Travel" Leo Perst, Inc., is the publisher

A simple melody-beautifully arranged-combined with a consistent lyric. A simple melody-beautifully arranged constantly added to great throng now singing "MARTHA"

Now being played by every orchestra in the country.

ALLTALKING MACHINES ORDER NOW The best singing foxtrot now before the public.

J.W.JENKINS SONS MUSIC &



LEO FEIST, INC., IS CLOSING A MOST SUCCESSFUL YEAR

Excellent Catalog Combined With Energy and Perseverance of Staff Brings Most Satisfactory Results-Some of the Year's Hits in Popular and Production Field

he is the solution of the time of the times seemed by the times seemed by the most seemed by the most seemed by the most seemed by the most seemed by the seemed by the times at the energy and persoverage of the co-worsers in the Fest organization and the public response to the best slogan "You can't Go Wrong With Any Fest Song."

The record is impressive, too, considering the tart that 1922 in music publishing and retail circles has not been considered an overly active year when popular music is under consideration. Any member of the Fe st staff would naturally credit, and justly so, the past season's success of that company to the quality of the songs published, but that would not by any means fully explain the year's record. They would also contend that to make songs national litts they must be exploited through the orchestras and professional channels and that this work must be supplemented by appropriate advertising in various channels, which naturally calls for substantial expenditures.

harly this year the heist organization decided that no matter what the outlook during any period in the course of the year it would continue to exploit its ratalog on the same scale that was prevalent during what was considered more prosperous seasons. The year's results certainly justify the early plans

Arrong the Feist songs that have been acknowledged national successes during the course of the past twelve months are "Virginia Blues," Georgia,' 'Wake Up, Little Girl," "Stumbling," Hot Lips," "Tricks,' "All for the Love of Mike,' 'Swance River Moon," 'Three o'Clock

Should I Cry Over You?" "Coal Black Mamney," "Toot, Toot, Lootsie," "When the Leaves Come Tumbling Down." The five latter songs are among the numbers the various heist departments are still a tively indepented in In addition to the above, the company has issued the "Print Dance Folio No. 4," and the "Good Old timer's Song Loto," both or which have laid, and are still having, large sales.

The plans of the Eci-t organization for the year 1923 call for a confinuance of the necthods and arrangements which were found so successful during the past twelve number. The entire Ferst organization with its minurous branches has an ployed its fall quota of workers and will continue its activities without change. All the other arrangements of the departments will

practically in every instance be carried out along the same general lines of the past year

Among the some announced for the coming season are "Dumbbells," by Zez Confrey, "Vamp Me," by Byron Gay, "Japanese Moon," "Flower of Araby," "All Muddled Up," "Apple Sauce," "Percey, Dear and "I'll Give You Back Your Kisses."

In reviewing some of the activities of the Feist company during the past year no mention was made of the noisecal shows for which it publishes the music. "Blos-one Time" and "Langerine" of last season's fame are continuing to draw crowds, the former resumed its New York run and has a road show playing through out the country. Party this Smamer the new show, "Sur, Dear," opened successfully, and more recently the new Wilham A. Brady production, "Up She Goes," for which Joseph Metarthy and Harry Tierney supplied the songs, made its debut. Another musical comedy, called "The Little Kancaroo," will also have its New York premiere at an early date.

PHONOGRAPH REPLACES THE LUTE

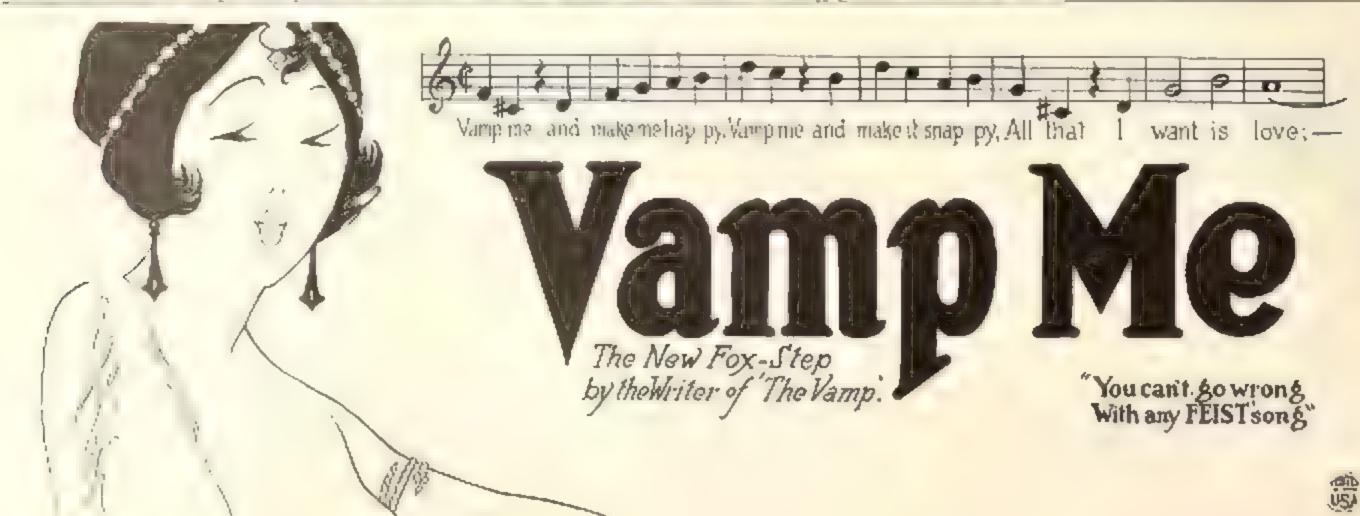
U. S. Consul Reports That Chinese Show Distinct Favor for More Modern Instrument

Washisser's D.C. Deenbij 7. Foreign huse, or prowed popular with the foreign clucated Chinese, who are constantly encreasing in number, says Consul Heintzleman, Hankow, in a report to the Department of Connected They cultivate this taste while they study or the schools and colleges conducted under the austrace of the versus toreign governments and mission societies. Plano, or can and phonograph units are equally at favor with them. Phonographs who have comparatively cheaper in processes very popular in China and meach every foreign and wealthy Chinese family in

the treaty ports which has come under foreign influence possess one

While phonographs have a limited sale among the natives, due to their prace, it would seem that an instrument of moderate price would have a wide distribution in it were properly advertised and marketed. Chinese records should be sold with any machine intended for the Chinese. In order to bring American musical instruments to the attention of the Chinese it would seem necessary to work through one of the longers tiddished mercus arms at Hankow

The prinophone has been made an integral part of the educational modifies of the public schools of Stockport, Fugland, on the theory that only by bearing good music can a love for it be developed in the students.





"RUNNIN" WILD" WITH "LOOSE FEET" GETTING RESULTS

Latest Feist Numbers Prove Overnight "Natural" Hits With the Leading Orchestras-Quick Arrangements Made to Record Them on Records and Rolls-An Unusual Occurrence

The ore usings to-disciple that are at majority of somes throw a preliminary tests in order to find their possibilities. This is done in coloperation with the leading push-same houses and applies to all not bers with the exception of what are strictle barbals or selections that make other points of individuality that would make such car's trial talliness.

However, the last that one or two orchestras show having it and instance over a power and its oremost popular to the public appreciate the ustances, and they are tare indical, where practically alter the orchestral who have had a bound to trade the number are extent to the number are extent. In the number and what as terminal in extent. But there is but that a second in a second in the popular process.

become his a time at way quite soil on to find that proceed incomment, early in Dicomber, not one but two on their not one catalog was the constant promisence and have from a log the leasting on later to the an trapoliting disect. The purpose are hore the capitor of leading his and the citaled Rimino Wild and Love Feet Inother water to ear disease of the new tellustedispublication we noted also several of the leading 13 king the mic proof companies requested years or an order limit assembly trong which they a sild incoded by a size their essu no leste tion, policione the method-pur and his rest of the opphestias who, he a like marmer, but there own or hestrations made

Lollowin; the Jootstips of "Three o'Clock in the Morney" "Stambar," "Hot Tips" and other last space as of the year, these two old tions to the telepoint of the troop

su es ad years in the fustory of that pubislang birs

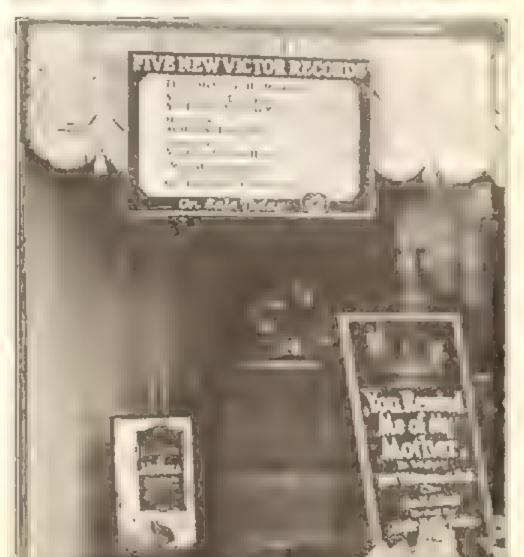
The overse the success of 'Rumani' Wild' and 'Loose beet' encouraged the best of anization to mercase substantially the usual appropriation for exploitation. A campage was municipally planting, and is now under way to give these two issues as me of the most mersial publicate ever magazitated in helialt in such a limited indicate of son, so The professional and the last outside of son, so The professional and the last outside han beothers departments, as well as the inner constituant to the partial their entire shaffs, have of enthesis in all behind the partial and 'Rumana Wild,' with those Lees,' will and otherwise that will be substituted upon a magnitude will probably that a may precident

The for that I collect, he has given the reduced to the next remarkable successed the past cold will induce the undustry to constate upon the same scale as next of by the least forces. In this, we recome, considering the size, one got sand scope in this compares and its activities, they undoubtedly will be sustified.

"LITTLE NELLIE KELLY" WINDOW

A H. Maxies, or 1983 Broadway, New York, is responsible for the Afractive window here epichical featuring the Victor Talkner Mechanical conservation me bearing Mechanical according to usual her, "Little Netuckelly," the season which is published by M. Watmark & Sons. Prise active sellers on the Yutor records include "You Remind Me. of M. Meller—placed by Paul Whiteman and

the common of New Key, I to a restriction of the Anomal Market, it is a backed by "You Remark Market by Verters and his Herry Parket Inspects to the Market Was backed and "You are the College".



Attractive Window Display by A. H. Mayers

opening of the show in New York the trop proved extremely effective from tracord sates strindpoint. The fact that Mr. Color is the producer as well as the autum of the most by the end compared of the producer.



I GAVE YOU UP JUST BEFORE YOU THREW ME DOWN

Being played and sung everywhere Released soon on all records and rolls

WATERSON, BERLIN & SNYDER CO



TO-MORROW I'LL BE IN MY DIXIE HOME AGAIN ON THE PROPERTY OF THE PROPERTY OF

La mer ten in mer nor tim ber pri beiter in the mer ne in

Eddie Cantor in Make it Snappy THE OUTSTANDING HIT OF THE SEASON

Walerson Berlin & Snyder Co.

HEMPEL SCORES IN RECITAL

Famous Edison Artist Delights Large Audience at Cainegie Hall-Sings Also With New York Symphony Orchestra

May I' eda Begipe' is nois sopiano and I dison act at lace one of her always delightful some recetals at Carneene Hall on Tuesday recting Ancertar 28. An importer audience was from oil to great enthusiasm by the interestag program tressioned and the splendid quality of her single? Mine Hempel is unsigns from tergor, if come adoption now before the timble, which realizes that it is always sure of a country a great interior freat when it goes to lead this since Corneaad V. Bos was accompanist and displayed his usual skill, while I outs P. Fritze, flutist, was a delightful aid in Mme. Hempel's singing of server a less, "I. I mische asce se- peter." rit / mire of Aror

Mme Hempel was also heard on Sunday afternoon December 10, with the New York Symptony Orchestra under Walter Damrosch, and received a very strain a manifestation from the public of its apprenation of her ability as an arest and as a women

HUGO ERNST NOW CONVALESCING

The pany friend in the trade of Huzo Frust, then bre ident and general manager of Paul Whiteman Inc. New York, will learn with recent that this copular mer but of the talking making trade was operated on for appendicute a few was a zero. I the Polyclinic Hospital Owing to the fact that he had been exception allow by the fact that he had been exception allow to the several months. Mr. Frust had a contract to lead the wireings of his doctor at a cold to explain all while at his home had been exception as the fact that he had been exception at a cold to the wireings of his doctor at a cold to the best had while at his home had to the best had been exception as the his new convalences, but the had been excepted dangerous, but the had back at his desk in the near future.

CARUSO'S LARGE RECORD ROYALTIES

Review of Pierre V. R. Key's Biography of Caruso Shows Large Earnings of Tenor From Records Made for the Victor Co

In the course of an interesting review of Protect R. Key, Thirtis Cather a Biography, and the New York World, it is stated that:

The sum of \$1,825,000 in tallors marking royalties had been pard to Caruso during the life of his contracts—to January 1920 an average of a little more than \$125,000 a year. But for the year from January, 1921, to 1922, the royalties received by the Caruso estate teached the sum or \$400,000. Thus a total of \$2,225,000. L. hear regard through the medium."

"DAILY DOZEN" IN POPULAR REVUE

Dealers Should Tie Up With Health Builders Product When "Passing Show of 1922" Reaches Their City—Great Send-off for "Daily Dozen"—An Aid to Increased Sales

Dealers outside of New York City who carry be Health Pulse of m Wine Caris "Daile Dozen" or tall it a fined out records will row have an opportunity to tear advantage of the faces become being reconstruction in the loss to Stone of Jan As we could in detail in last month's World, this popular revue in chade an act entitled "At Camp's" in which the entire chorus does the "Daily Duzen" After clang run of the Winter Garden in New York this show is now cented for a number or other large cities. It is announced from the Tage that excisheds ought to do these exerces - in their own hories through the use of rall me machine seconds. R. B. Whitelan, presideat of Health Budders. In a points to the ad-Libertal so Cardender Cardender of the resulting pulced, in a suson of he interest to the hus a post t

CREDIT CONDITIONS IMPROVE

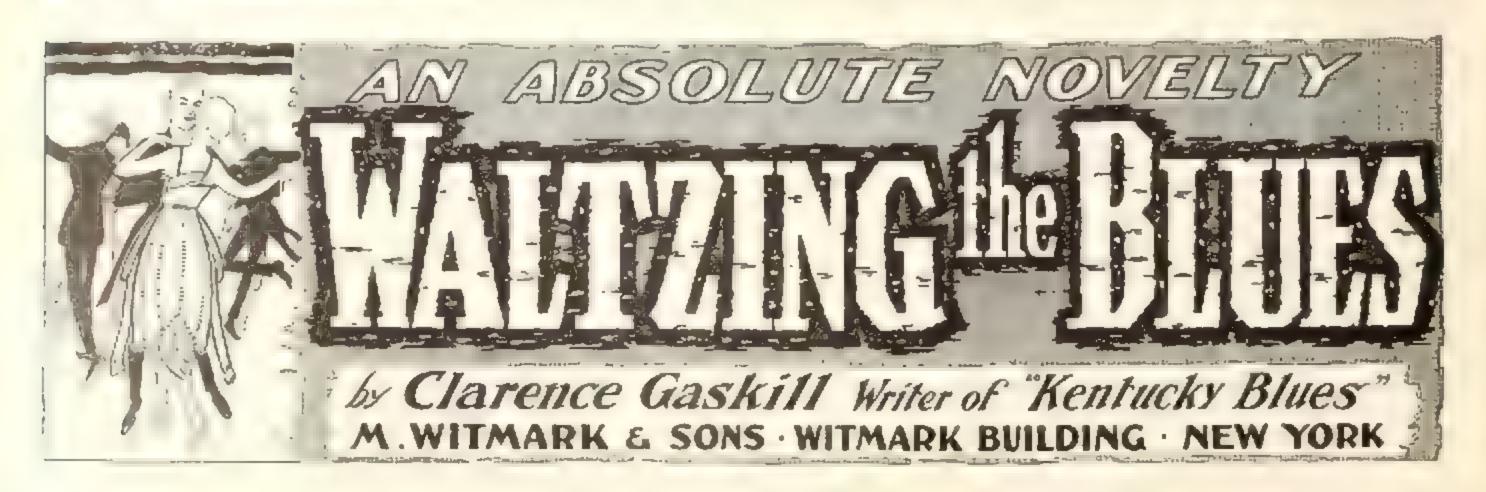
Chief Improvement in Business Lies in Credit Situation, Says J. H. Tregoe, Executive Manager, National Association of Credit Men

The chief enprovement in business conditions is an the credit situation, according to J. H. Teleoc, executive manager of the National Association of field? Mon, in his December letter to the miniburs of the organization. He adds that there has been a severe shaking down with the result that credit is now very comportable and trady for service when the time arrives for its prodent use.

Labrics. Mr. Tregoe continues, are very far below the number and amount involved of the one to rood last year. Collections, however, are not all regular and show no marked improvement. In his letter he also prims out that the distance on the purchasing power of the fatmer is probable one third his than what it was in 1913. The purchasing power of the laborer is probably one third more than it was in 1913, which is the weight, a spread for espectations of stable business to makinglize

We be an administrative the harmable factors toward a business result as follows. Improved conditions in the such supply; the trade volume as reflected by carloadness, bank clearances and other radices of hesitess, the general belief that ar inflation would be easy to accomplish just now, necessary buying power of the wage causer generally, more as if price of cotton and tohaces, name and buying of callroad equipment the case in the credit situation.

Arrayed a sunst those favorable factors are five unfavorable ones which he manes as follows. The low buring power of the farmer generally reflected on the disparity of the price of farm products and of manufactured products; the car short are; pessionistic talk; unsettled commence outlines as I trope, the danger of not bolding test to outly contours sense. However, the outlook is beliefter than in some time.





PROPER DISPLAYS INCREASE THE SALE OF SHEET MUSIC

The Use of Wall Racks, in Which Sheet Music Can Be Displayed Most Efficiently, Results in Larger Sales-Publishers Designing Title Pages With This Method of Display in Mind

There seems to be a move among dealers to get more sales through popular issues. A great number of dealers are using wall racks for the display of some of the more successful of popular numbers. The use of such displays, in addition to attracting attention, more often than not acts as a scient scientian.

The results obtained through the wall racks in which each title is shown off advantageously are encouraging. There are other advantages such as simplify no the placing of, say, fifty popular titles before practically every customer.

Naturally, there are moments in every active retail establishment when the normal quota of clerks finds the clientele larger than can be accommodated advantageously. Falong into consideration that most stores, naturally, desire to give service and co-operation to every visitor, the racks at such periods serve a purpose of impreasurable value.

There is hardly any retail establishment that cannot find space available for such purposes. The racks come in small pretions and can either be himz from the wall or set on the floor. In some cases dealers have placed them against the back part of the window near the door. This serves the purpose in allotting space for the display of current bits and brings such assues to the mind or every visitor to the store at the time of his or her departure, if not before

Besides the current rectes that can be deplayed in this manner the slots in the rack will readily hold riest of the dance folios and publications of that type, including, for instance, "The Most Popular Series". They have been found adaptable also for the display of orches trations, in fact, Ben Kline, of the PhoenixKine Music Co., Syracuse, N. Y., impressively brought out that fact at the last convention of the National Association in Sheet Music Dealers.

All of which brings to misd the availability or the designs of title pages for such display purposes. A good many publishers are producing their numbers in a form that easily shows the complete title when inserted in such racks. However, there are still many numbers e-surd, the titles of which, when placed in such receptacles, do not show enough of the title to acquaint the customer with it without removal. Wherever possible the fitle page should be made to conform to such display. Naturally, it would hardly be possible to design all title pages in that manner. The publishers of any thing but the black and white editions put great value upon the ... Justration that goes with the title of the song Most of them have made a study of that feature and naturally it must be taken into con-ideration in arranging the

Another point that seems particularly pertinent is the gain or loss in the change of design of a title page following its first introduction to the trade and public. This latter is a question that has never been seitled. It has been said on various occasions that dealers have placed before customers, upon request for a certain title, a newly designed covering which brought forth exclamations of surprise. How often that happens has never been figured and whether there is any appreciable loss in sales by the change has yet to be proved. The thought is worthy of some consideration and a word from dealers who have the direct contact might prove in portant.

BUY HOMOKORD RECORD STOCK

Favorite Manufacturing Co. Takes Over Entire Stock of the Hegeman-Stewart Co., Including Records, Machines and Accessories

The Favorite Mix Co., It's Fast Ewclith street New York Univ., once of the last of manufacturers and distributors of parts and a coories for talking machines, is costs pur based the entire stock of the Hegeman-Stewart Corp., consisting of a catalog of Hogodood records of preparted German and standard selections.

The catalog compress works of every description and is very complete. Some of the Greiban selections are particularly in demand and the new American distributors will endeavor to keep it up to date.

Carl Kroncuberger, pre-ident of the Favorite Mrs. Co, has forwarded aumonacin cuts of this new acquestion to the trade and plans a sales ampaign on the numbers.

VISITORS TO COLUMBIA CO.

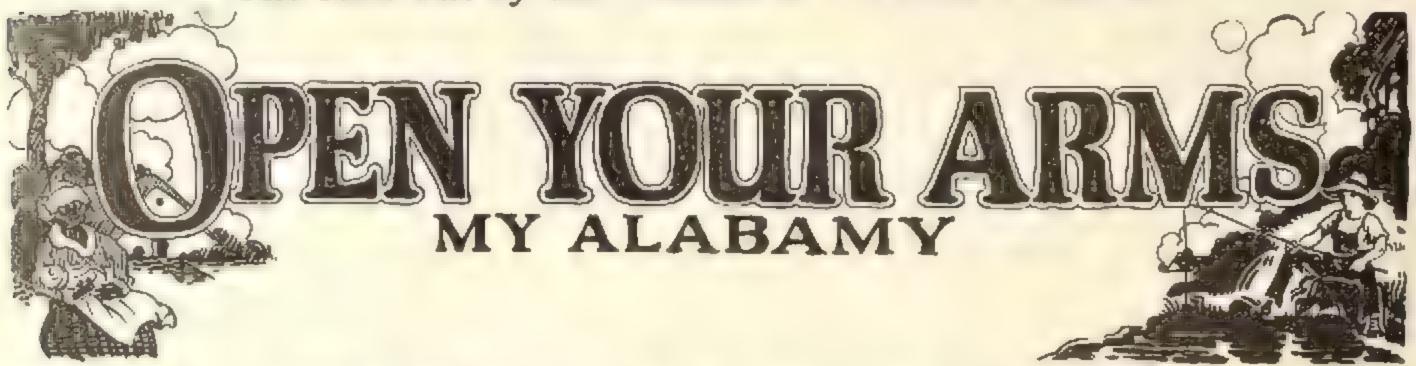
Amone the recent visitors at the exemise offices of the Columbia Graphophone to were R. H. Woodford, manager of the compares timeomatic branch, and Fred R. Frisman, manager of the Dallas branch. Both of these visitors spoke enthusiastically of the business conditions in their respective territories.

THE HOUSE OF NEVER-WIN

Mr. Mean to lias a comrade,
And his name is Didn't Ho,
Have you ever chanced to meet them.
Did they ever call on you?
Thise two fellows live together.
In the house of Never wo.
And I'm told that it is humited.
By the ghost of Might Have Been.



The New Hit by the Writers of "'TUCKY HOME"



SOON TO BE RELEASED BY ALL MECHANICAL COMPANIES

IRVING BERLIN, Inc.

1607 Broadway, New York City

BERLIN RELEASES ON RECORDS

'Music Box Revue" Song Hits on Record Lists of Leading Companies

Several of the an of talker markens record and player to a manufacturing organizations Leve included the reading numbers from Jiving Purha's new 'Music Bux Revue" in their Janu are releases. The most prominent of these remikers, however, will be greladed in the speand highetins after the moldle of December The some that are nost presument in theruporal show are "Cemoline Days," "Lady or the Exercise, "We "She Council from the East," "Pack Up Your Sin And On to the Devil), "Porcelin Mad," The Little Red Lanquer tage' and "I'm a use the l'opper'

NEW COLUMBIA RECORD ADS

Second Series of Ads Featuring New Recording Process Now Ready

The advictis is department of the Colo dua-Grasha, home to Aris York 1913, he recently Propagated that the sample series of Coloradia LOS process recording advictisements is now reade to be distributed to the leading news pipers of the courses. These adjectisements are the second of a series which are scheduled to operation national radiums during the Wine R I must be

It was started that the first advertisements an nonte as the may process of recording with received with much cuthin-layer by the trade percent consults alkalers consister report Hat Colmule, records took a disided spurt tolerant the amount count which will he'p reserves to acree the record demand in all perfect the on text

The window is the excloration store

FIGHTING FOR MILEAGE BOOKS

National Council of Traveling Salesmen's Associations Files Brief With Interstate Commerce Commission Urging Issuance of Interchangeable Mileage Books as Per Law

Washington, D. C., Accented 28. Charling that the carriers have probleted no evidence that would show a possible muzzy by reason of the saturate of inter-borg the inter-cor strop compone tickets, the National Country of Trave's ing Salesmen's Associations, theorems after ncy, Samuel Blumberg has filed a lifet will the Interstate Commerce Commission issue: ? to order the assumed of such tickets in accordaure with the full fassed by the occasion v before the sector ad entred

The traveling peut bint on maczis fae testamony which was seen by their represente tives thirting the hearings held before the cormission and reviews the felt, sens or the car tiers. "The communical transfers who like appeared in their proceeds, a he was that the evidence presented cleab as abben the fact that there is a declared treatment and salesmen of the country for the issuence of an interchangeable miles, c brack at a reduced rate," it is declared in the brees. That, in their omnson, the book, or send with reasonable miles and regulations that well not retird its sale, and yet will at the same than subsciently protect the carriers against huges will result in a great stimulation of business which will bring added revenues to the carriers and pereath bincht the heares of the courtes "

A rate of 351 Sper cent he's a normal pasenger rates is asked by the friviless

Thur Resister, darkher of Lone beinto a, head of the number pultations for of Surpire Bernstein & Co., Inc. 35, Berts ed to 1 Paris Clahi on the carme o Verenter 16

CELEBRATES FORTIETH ANNIVERSARY

Will A Watkin Co., of Dallas, Tex., Passes Fortieth Milestone

THE GO TO STREET THE THE WAY lan to, of this city, recently celebrated its tertieth anniversary with a complimentary conert at the City Temple by Finsy Jean, Belgian collist

The content is one of the first masse is tabustments to be opened in Dallas and has been in business continuously since it began Lae present officers are Will A Watkin, presideat. A. Raclard, vice president, and Robert N. Watkin, secretary

GOLDMAN BAND IN CENTRAL PARK

The animal sector of and Sun mer evening on all green by the Goldman Band under the department of the Court of Edwin Franko to ldr and or the past has access will be tranjoured and Surger to special quarters in Central Parl own to the building plans of Co. hands I may it, who havill miles the former growing green over to these contents for their res built ger

Dinna the part verson this hand placed to from their a million ters - lovers and marked the lightest part of attendance time the inthe series

The Goldens Baid or sevents processall begings in some on the 4 and will continue for treely were a need Armad 20. The band concontinued a will be Monday a Wednesdays, but dies, Samid, and Sindays. In all there will la sixt in cits

to a Matterstral, his accently published a song created To Have and to Bold," which is being exploited a continuous with the l'aramount pertate a transmission

The Catchiest "Tune" in Years

SO WHY DON'T YOU LEAVE ME ALONE

Being Featured by Orchestras Everywhere BOTH AS A WALTZ AND FOX TROT

IRVING BERLIN, Inc.

1607 Broadway, New York City



NOTICE

The 1922 Edition of the Talking Machine World Trade Directory demonstrated beyond a doubt the great need and demand for a complete, accurate, classified directory of the American talking machine industry.

1922 also proved that the Talking Machine World Trade Directory successfully fulfilled the purpose for which it was issued.

We are now, therefore, diligently at work compiling, editing and classifying the 1923 edition of the Talking Machine World Trade Directory.

Every concern that is in any way connected with the manufacturing or wholesale divisions of the talking machine industry should be properly listed therein. Such listing is absolutely free. However, it is a listing worth thousands of dollars to any concern seeking an outlet for its products in the talking machine field, because the Talking Machine World Trade Directory has established itself as the handbook of the trade and the standard reference guide of the great industry it covers.

USE THIS COUPON NOW

DWARD	LYMA	AN	1311	.1., 1	na ,
373 Fourti	h Ave	, N	CW	York	Cals

Gentlemen:

Pieces semi no DATA SHEETS of the 1925 In No. 1. World Leady Directory

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Firm

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INDIANAPOLIS

Dealers in Keen Competition for Holiday Trade—Ayres Store Celebrates Fittieth Amistersary — Kiefer-Stescart Co. Elects

contable out of terms are being offered to prospective purchasers of phonographs by the dealers in Indianapolis in their bid for the Unistinas trade. Keen competition such as the last ten weeks has developed as stimulating trade to a marked degree, but insvertheless there are mutterings of dissatistaction here and there even among those who are taking full advintage of the metallicit plan. Some are accepting the small payment down plan as being the best means of developing business, others use the plan registantly as one being

forced on them, while a few dealers flatly refuse to advertise any other plan of merchan dising than that which they have always acrepted as the most desirable

Helping Out in Holiday Rush

Walter E Kipp, who recently sold his interest in the Kipp Phonograph Co., Edison distributor to the Phonograph Corp of Indiana, is taking an active part in the business of the retail store only during the holiday season, he says. Although he retains his interest in the retail store he proposes to have the management to W. O. Hopkins. Mr. Kipp's plans melade a period of rest, after which he will take up some line of husiness which he will decide on in the meanting

F. R. Follis, of the talking machine department of I. S. Ayres & Co. reports that his business for the month of November equaled the total business he had anticipated for both November and December.

Feature Wallace Reducing Records

Mr Follis promoted the sale of Wallace reducing records one week by having classes for the bencht of customers every morning and atternoon during the week. Miss Vivian Daniels, of Chicago, conducted the classes, which attracted much attention among the shoppers at the store and afforded copy for a realure writer on one of the local newspapers

Celebrate Golden Anniversary

One of the main features of the retail trade of the city during the month was the "Golden Anniversary" celebration and safe which was stated in elaborate fashion by the Ayres store back department of the store was given a quota to be niet during the week of the safe. Mr Follis won a prize for the showing of his department in having the largest increase over its quota of any department during the last day of the safe.

Kiefer-Stewart Drug Co. Elects

To Parrett Moxley, former vice-president of the Kieter Stewart Drug Lo. Sonora distributor, this city, was charted president at the animal inceting of the stockholders and directors to succeed the late William Scott. A Kieter Mayer was made first vice-president, Edward L. Mayer, second vice-president; Wichael P. Lynch, third vice president, and J. Edward Stiltz, secretary treasurer. The new board of directors is as follows. Charles Mayer, chairman, Thomas A. Altord, Frederick to Berkman, A. Kieter Mayer, Oscar Maurer, G. Barrett Moxley, Berr O. Leary, Ellswooth L. Olcott and J. Edward Stiltz.

Start Ten Days' Sales Campaign

The Edison Shop inaugurated a new mer chandising policy the latter part of November by advertising that "50 cents down secures your Edison for Christmas morning." A ten days' sale campaign was opened with a full-page ad in the newspapers setting forth conditions of the sale. This full-page was followed by half page and quarter page ads on the same proposition.

A New Baldwin Co. Manager

I I Carr, formerly with the Wilbur Templin general music store at Elkhart, has been appointed manager of the Baldwin Piano Costore at Muncie

New Edison Models Popular

J. M. Van der Voort, assistant manager of the Phonograph Corp of Indiana, says that the new models of Edison machines have made such a hit among dealers throughout the State that it is impossible to keep pace with orders

The Schneider Music Co. of Vincennes, has taken on the Edison line. The company also

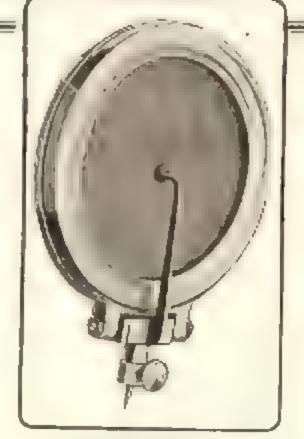
The Public Is Buying VIOLIN SPRUCE REPRODUCERS

to neet the demand are making mee profits right now

The Violin Sprince Reproducer is accepted as the perfect reprocased by and 2, majorithetis and dealers who have tested if

Hor't delay! The some you stock up the some vent profes light, be cause we have proved that phono 2 aph owners are waiting for this potable emprovement. Get set now so that has will be reach for the big that has fail trade.

Write To-day for Detailed Information and Discounts



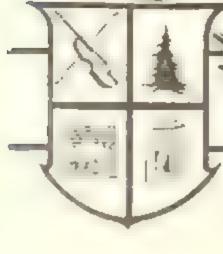
VIOLIN SPRUCE REPRODUCER

Fits any good phonograph.
Eliminates all metallic sounds.
Reproduces voice perfectly,
Individualizes all instruments.
Improves by use, like a violin.
Not affected by dampness.

Retails for \$7.50

THE DIAPHRAGM COMPANY

5005 Euclid Avenue, CLEVELAND, OHIO



Violin Spruce Diaphragm

carries Victors and Brunswicks. J. C. Huff, of Left City, has taken on the Edison as an exclusive line.

Shortage of Brunswicks

chine department of the Baldwin Piano Co, says he has found it impossible to obtain Brunswick machines in sufficient quantities to supply the demand. This condition, which isprevalent in Indiana and adjoining States, says C. A. Moore, general salesman for the Brinis wick Chicago branch, will be corrected after the first of the year when the entire output of the factory is to be diverted to Chicago for distribution in Indiana, Illinois, Iowa, Michigan and Wisconsin.

Mr Moore recently was transferred from the Davenport, Iowa territory to the Central Indiana territory to succeed Charles Saylor, who has accepted a position with the Brunswick Shop in Indianapolis

With the Brunswick Dealers

The Butler Music Co., of Marion, has taken on the Brunswick line. The proprietor, J. Edwin Butler is president of the National Assistation of Music Merchants.

The James E. Hanalton Miss. Store, or Greeneastle, is doing some valuable publicity work for the Brun-wick by broadcasting the records.

The name of the Lott- Department Store Brunswick dealer at Ander on was claimed December Lio the Warn's Luminist Co

New component is being placed in the store of J. E. Nash & Son, Britishack dealers at Franklin.

Mr. Herdman, of the Indianapolis Baldwan store, receit's employed Ms. Baniels, of theara, to dimension the two the Wallace reducing records. The dimensional was on a partners in a show window.

Celebrate Pearson Anniversary

The porty-muth animversary sale of the Pearson Piono Co has proved successful so far as the phonograph department is concerned. He a Brown, manager, says. He reports brisk demand for Victor, Pelson, Vocation and Chency. He is featuring sust now on hillboards the Vocation machines and red records.

Business Good at Widener's

Business is very fine," says W. G. Wilson, manager of Wideners Gratonola, shop "and we anticipate having the best Christinas trade in the history of the Store." Mr. Wilson says the Columbia machines are selling we'l. He is featuring now his new special machine, "Widener's President." He also has added a stock of Vocalion records for sale with the Columbia.

Window Display of Gennett Records

I H Bracken, manager of the Starr Plano to store, put in a window display that attracted a great deal of attention during the last two weeks of November. It showed the materials that enter into the manufacture of Genacti records and the appearance of the record at various stages of its manufacture.

Mr Bracken reports that he is shy on Stare phonographs and therefore is finding it difficult to meet the demand. November, however, proved to be the biggest month for record-sales that the Indianapolis district, including central Indiana, has experienced.

Demonstrates Victor Health Records

Miss Minnie Springer, manager of the Victor department of the Taylor Carpet Co., featured the Victor health ricords in November. She employed two pupils of a local gymnastic school to demonstrate the exercises in the show window. The publicity was valuable chiefly through the comment it provoked, she reports, although sales of the records as well as sales of machines were stimulated somewhat as a risult

Kimball Machines in Demand

The sale of Kumball machines is particularly brisk now in the better models, according to C. F. Kalin, of the Capital Paper Co., distributor. He reports that the Phoenex Furniture Co., or Indianapolis, conducted a successful campaign by means of circulars during the latter part of November and early in December.

R. M. McNecle, paono dealer or Elact ville, Lastaken on the agency for Kimball's in that hisinterv

Takes Charge of Phonograph Department

M. H. Zerzier, seneral sales manner of the Mooney Muchae Ward to Paths distribution has assumed character the phonograph department. Business remained for the function of the veat, he reports, with the Actual Crecords will me well. He actualises that the compacts will also after new hoseness with removed vigor after the first of the year.

Percil reality are truch in demand, says to H. B. energy manager of the Sonora department of this Major & Co. He says he is raiking no effort to producte sales by perial offers, but in extra solely on the risk of the machine to what tride.

OPENS FINE VICTOR DEPARTMENT

Sursi, Mx - December 8. The epenme of the bew Victional department of the 1.1 concerts

Our A A A Quality
India Ruby Mica
DIAPHRAGMS

Are, without down, the fract Diachtogram
made and Prices on Request
WILLIAM BRAND & CO.
27 East 22nd Street New York City
Telephone, Achieved 7868

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OKEH LAUGHING RECORD ODEON

Dealers say they will not accept substitutes but must have the genuine OKEH Laughing Record.

Even Old Man Grump laughs with it!

Better get your order in quick it's a lit! There's a run on it!

CHRISTMAS OKEH records—Sacred and Standard.



.

You can give bigger value for the dollar with the STRAND.

The STRAND line of console true to period phonographs will outsell other lines because of the elegance of the design the finish the tone quality—and a real motor.

Most Attractive Dealer Proposition—Long Discounts
Some Good Territory Still Open
Sterling Service—Nul Ced!

THE STERLING ROLL AND RECORD COMPANY

137 West Fourth Street

CINCINNATI, O., U. S. A.

NEW PATHL LOUD SPEAKER READY

Initial Preduct of the Pathe Preses Phonograph & Radio Con Possesses Many Interesting I catures - I liminates the Holn

i to the second All the transfer of the transfer to the transf La termination of the second tack the second of the second of the case tig e e vi y e e in late the second of the second of Tree to the the tree to the try The state of the second second second , college, the so, and an area 11 10 "

Tare I care I fine cough & Rado Corp., dear find the fend praiser as something entirely ness a contrast to d'uthur loud speakers. He peants out the sound waves are a new in a direct " , race from the day bragin, and not from the ades of a metalli from this climarating any reache south by the respect it a somewhat unlar to the Action of reproducer. Also, at the The diliteration in to proton, ed sound alter the crain locate. It is stated that the cleriting the party aims of the instrument is exceptionally chough convering into nechanisal chergy a force assert to applied charmad course y than other specialis of its alass. The new of an exformal batters is clarated to be unaccustary with the lattle load speaker and the operator can - - - ur cand quality of sound to suit haper colar desires and requirements Il rough the can of a lamifed thankserew adjustment which govern the armature. Although hild a weight and extremile compact the Pathe must speciet a maned to constructed and is i cent danced 1 feet of property or If I for the second of the strength of the str

thated in several place it will continue to give clear sound and bened for raw day brazin, be desired at the store it we always be of table? and early installed at a low com-

A Parlie officer in describing the land sprik er, species at the course of it is the first she is seen ment - a long spract (a) for me till the on a control of the page of he dichplace on an archery process, creat and the a bull of a right felt will be a room ally the the transfer of the property and the prosuc soull operated our car reserved steam. The resolutions has been applied to the state of t plan, the creater to be the Path lough speaker is to make the other transplantation certer fitted with a two-stock important and a B bathers on 3: to Pulyelt. The two terrors male or the person secured to the telephone intelligence process with the second of the explora--our es cover or at a part of considerable so me to good the party so the or the amplific should be seen and

I car Resonator latter told - taker The resolution of the state of bur sold i par the rail to the to the core to the object. Such an performance of care be care in tolate at a contract histogram tible of commerce stal accorder and the lossly peaking will be a facility on hall with some in This arrangement has the advantage over the fish of a two stage ampaker and an instrument requires a battery to excite its field in that the power a mammphon is no greater, the volume or sound is, and the three-step applifier . avadable for use with ear telephones for the reception of distant sagnals The pholomoid or leaving a storage battery connected and might as much less when it is employed to held a tube than to energize a sources select assess no a above indication ato whether the pew raps on or off "

the taurench experence of Pathe engineers in sound reproduction and the manufacturing tacibbles leaded in the lacut l'athe factory in Erouleyn be peak the didnity and future of this newest load speaker Carers, laboratory test and disjection we madic the quality of male soud spender see on' Its general at It will be and be seen to proce, together with the interest of the catopa in planned and the attended to a real to a company with tenderly the fore the lattered speaker in the fore 1 -1 : 1 K d. - . 0_ -

DISPOSES OF EIGHTEEN MACHINES

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Stulce's Carload Campaign

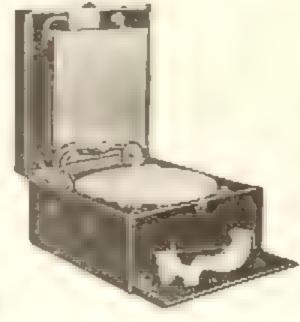
die he call in latern tiralonglas | Liberate and complete preparations were made for this one pages and practically every type of publicity was used, no oping to waterper posters, display signs, advertison their phote, raples of the car while hear, un order out salewalk displays of the transplay it is precising to note that not one of the eighte a Grafonoles sold on the first day went out on a small payment, but the masore of the sales were for east

"One handle handles it"

Outing

Creator of Christmas Cheer

MOVABLE MUSIC



ALL YEAR 'ROUND RUN OF SALES

Patent Pending

Size K 10 x 10 to x 15 to

MORE CONVENIENT than TABLE Machines. TONE Quality EQUAL to LARGE Machines. Finish Same as Any Large Phonograph.

A Wonderful GIFT

Outing

TALKING MACHINE CO., Inc.

Oak and

A J COTE Proxident

Mahogany Finishes MT. KISCO, N. Y.

Dealers in Mexico and Caba should send orders and Inquiries to

R C ACREBIAN 20th Front 16 and Street New York N. Y.

Lorenge Export-CHIPMAN LIMITED Lable Address CHIPMUNE, New York

JOBBERS

GENERAL PHONOGRAPH CORP Very York Historius ting the isloon 15 West 18th Street Year First Not

CARINEL & AL CESSORIESTO 145 3 and dwith 51, New York N. 1

BRISTOF & BARBIB Yen Jorle 1 1

F C TRISSESS t'i l'armort St. Buston Mass.

GEO C LIBITAL R (D to Essex Blidge Phyladelphaa 1 r

VICE EMBRIOTOFIES Louiss the Avy

IRROGEOUS SALES LU No I randdin 81 15-17-10- N 3

LUCY'S GHER & DEWELRY SHOP I tica N 1 DATEAPORT

PHONO A MILESS CO 217 Brails St. Dissempore Ta

VOCALION CO. 01 OH10 Cleveland, U.

BURNHAM. SPOFFIL & CO 101 Fast Farmed St Detroit, Mich.

WALLER & GRAY 942 Murhet \$1. Sun Francisco, Cal-

STERVALLE TO M. (4) . Indianapolis, Ind. J K POLK FURN. (O but Decatur St .

Atlanta, Ga

M & M DISTRIB LTING CORP. 5 50. Wallush Ave Chicago, III

STERLING ROLL & RECORD CO 137 W 4th Street. Cincinnuti, U.

RICHMOND SPORT A SPECIALTY SHOP (Newton Corp.) 616 % Brond St. Richmond Va

WARINING!

Be sure you buy metal disc blanks having the trade mark, KODISK, the only Metal Recording disc legally protected by U. S. Patent No. 1,421,045 issued June 27, 1922. This patent covers every basic principle of sound recording on a metal disc with a steel needle on any phonograph and is your protection as well as our protection against unfair competition.

KODISK can be bought from our authorized distributors and every KODISK bears our registered trade mark, KODISK, and the number of our patent and the date it was issued. We will protect our rights by prosecuting all infringers. You are liable if you sell merchandise not properly protected by granted Government Patents.

Protect Yourself From Liability to Expensive and Troublesome Lawsuits

BUY RECORD BLANKS MARKED KODISK

"Snapshots of Your Voice"

a silvery disc made of a special metal on which you can record any sound clearly and distinctly on any phonograph, using the sound box and a KODISK steel needle as a recorder and reproducer.

The record blank KODISK is the greatest profit producing gem on the talking machine market—simple and attractive, an article which meets a long-felt want and which sells itself. The greatest merchants in the country are selling and featuring "KODISK" because they recognize its power to create new customers and profits. KODISK record blanks should be your feature number. TAKE ADVANTAGE of its quick selling qualities.

DON'T BE THE INNOCENT BYSTANDER. BUY discs marked "KODISK" AND BE PROTECTED AGAINST INFERIOR QUALITY AND UNLAWFUL MANUFACTURE.

We have a splendid proposition for progressive, well-equipped jobbers. Some choice territory still open. Write or wire TODAY for details.

Prices and Samples on Request,

Get the facts, Get KODISK, Get the Profits.

METAL RECORDING DISC CO.

Manufacturers

Fisk Building, 57th St. and Broadway

NEW YORK

DISTRIBUTORS

Donald bether, Downey, Cal., (Distributor for Parific Cuast). Phonogrations to., Inc., 37 K. Isth St., New York City, (Distributor for New York State). For Philadelphia Co., 723 No. 26th St., Philadelphia, Pa.; (Distributor for Eastern Pennsylvania). M. & M. Distributing Corp., 1308 Mallers Bidg., 5 So. Wabish Ave., Chicago, Ill.; (Distributor for Illinois). Ave. Johnson Sporting Goods Co., 155 Washington St., Boston, Muss.; (Boston distributor). Roses Talking Machine Co., 14 School St., Boston, Muss.; (Boston distributor). S. & F. Distributing Corp., 72 James St., North, Hamilton, Out., Canada; (Distributor for Canada.)

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LOUIS UNGER IN NEW POST

Traveling Representative of Brilliantone Steel Needle Co. Made Treasurer and General Manager of Reflexo Products, Inc.

A happer to of interest to the entire track s record at the concentration the resignatong in the form, could traspling reput STY We of the P. Brine Shill Nieder Co. which mercuts? produce by his occupied to: the part by years and he appointment as tree-title and a cheral field of or Reflexo Frod 61-, he has hors. Mr Unger o a wodely experienced fredle and stain, shachite have Ten year - o be entered the sold so the retal bear of the mice, Sol Fazarus, and later joined the tall of the Bringstone or Let ason 11 - for or retail experience has being of particular heavity in 1953. Sins an intether under to line of the problems of the dealer and the feet track spent in the first martore of a region bace, it on him a remarkwhite amorated as the middle business. Mr. tille during that time rottand many strong pendeng three hour to trade from coast to cost and through out the Deminion of Canada, stable stable section

Mr. United sectors for Reflexo Production for and how have full that, a confidence of the Reflexo Products, that was presented as a confidence of the Reflexo Products, that was presented as a confidence of the Reflexo Product Structure of the Reflexo Product Mr. In the december of the formation maker Mr. In the december of the bound of the following the following

plans for the extension of the business in 1923. In an interview with a representative of The World Mr. Union search. We are pagning by things for the corning year. At indications since now oils a big sear and this, coupled with the quality of and demand for Reflexo products,



Louis Unger

The Reflexa Pack Steel mode of permission of the barrier of the barrier will be a Bid himtoin steel herdle plated. I am planning to that 1923 the biggest year in the listory of the Reflexa organization."

SONORA STYLES FOR 1923

Artistic New Models to Make Their Debut— The Entire Line Will Be Representative of This Celebrated Firm—Preparing Publicity

The Sonora Phonograph Co. New York, announced to its trade this week that it had decided upon its 1923 line. In preparing the Sonora hae for the coming year, the company decided to have it embody a representative group of instruments that would give the dealer an opportunity to take advantage of every sales possibility. With this idea in mind, certain models appearing in the 1922 line will be replaced by new ones, among which are the four re-truments known as the "Melodie," "Barcarolle," "Serenide" and "Marlhorough" and which will be teathered by the company during the next twelve recently through the medium of the same high grade publicity that has characterrized. Sobotal with this for so many years Arractive catalogs are now being prepared for The Arada

The complete 1923 Sonora line with retail list prices is as follows: "Portable," \$60, up right: "Melodic," \$75, "Ftude," \$115, "Barcarolle," \$150. 'Bahy Grand," \$200, and "Elite," \$268. The standard has of Sonora period models for 1923 will be the following "Marquette," \$125, "Serenade," \$150; "Pembroke," \$175, "Marlborough," \$185, "Canterbury," \$225, spacer Ania, \$274, 'Louis XV,' \$325.

The instruments in the de line period model line will be as rollows. "Bardini," "Italian Renaissance" (polychrome and antique), "English Renaissance" (polychrome and antique), "Lons XV," "Gothin" (polychrome and antique). "Travinore," "Isoobean" (polychrome and antique). "Theppendale," "Adam," "Shera ton," "William and Mary" and "Colonial"

Good will of customers is situal to success

Premium Departments, Jobbers, Chain Stores, Large Dealers

We Make Records Under Your Special Label

Our plant is complete under one roof. Recording, plating, pressing, label printing.

We can furnish you a complete printed catalogue under your trade mark or label- including Standards, Vocal, Late Dance Numbers, Hawaiian, Sacred, Operatic, and Popular Songs of the day.

Quantity to Suit-Quality the Best-Quick Service-Write or Wire

Fletcher Record Co., Inc., 156 Meadow St., LONG ISLAND CITY

Phonograph Toys for Christmas

My, how they'll sell! Stock up—get your order in today. Nothing like them for loosening up the purse-strings of Christmas shoppers



THE MAGNETIC DANCERS

This a sent and the correct to any trop after

a two step in a most resident of solice in

vite and the state of the contract of the contract

Retail bee \$1

Display them in your windows and watch the crowds gothe. These fun makers say to passers by Stop, lock, listen—and to sent?

The profits in this Christmatoy business mount up. You'll be surprised. Get that order in today.

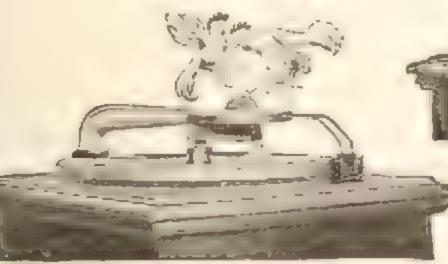
I was go contribute the trade

National Company Cambridge, 39 BOSTON, MASS.



SHIMANDY

Rate was Simple and profit and Neath dressed in State Trace \$15.



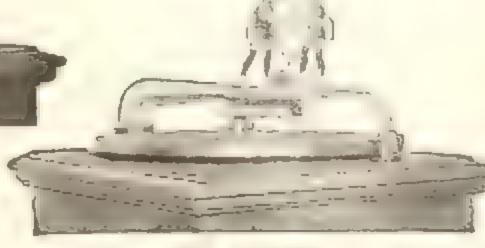
THE FIGHTING ROOSTERS

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We all Para & J.



THE BOXERS

These latte howers are very reals to and excate lors on time. Put on a fixed record and the electronic will be away with remorable speed and accuracy. Attractively, hand painted in three

Retail From \$170

ARTHUR H. CUSHMAN WITH EMERSON

Well-known Sales Executive Appointed Sales
Director of Emerson Phonograph CoSplendidly Equipped for This New Post

B. Ahrams, prement of the Process Charo-



Arthur H. Cushman

aspenies on Arthur H. C. Smarr as director of an Architector as assumed in an available to the peak the birds with the control of a day for units and the world from the day of a for units

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More recarls Mr. Cushman was a consider a manusacturer of the Morey and in reporting to the Constant of the Morey and in reporting to the Line of or, marketon he bring with him a constraint knowledge of merchandising confidence when a first was he placed at the disposal of the core denote.

the late of the following being number of the late of the following time, in been proposed to the position of as fall as a content of the following the compact and was work in close to open the act of a content of the following of the following

BIG DRIVE ON "GYPSY BLUES"

Nearly 500 Victor repords of "Gypsy Blues" were disposed on his the rived to, or Atlanta, that, in a drive on this number which consisted merely of placing special stuffers in the envelopes to customers which contained the munchly record supplement

PHONOMOTOR PRODUCTS, PHONOSTOPS and NEEDLE CLIPPERS

PHONOMOTOR COMPANY

121 WEST AVENUE, ROCHESTER, N. Y.

SUCCESSFUL OPENING IN BROOKLYN

A Lesser Features Concert and Music Memory Contest at Opening of New Victor Store at 631 Sutter Avenue in Our Sister Borough

A low, held the tomal parting of his Landsonic new talling machine tore at 631 Satter avenue, Brooklyn, N. Y., on December 5, and attracted a large and interested crowd through the medianic of some excellent advertising and the reaturing of a concert by an Hawanan quantit

Mr Lesser, who handles the Vactor has condented a very successin masser action, contest mong the school children in his district the load examination being acid on the relation the opening. The test point a following was being a soft metal, who som by Arna Sering, a fit has School No 119, the second prints of the same school, and the final prize by the same school, and the final fits, which is awarded the school same. These cult school leaves went to school No 11. An interesting at no or the opening page on was the playing of the square of their page of was the playing to school and the school leaves went to school and the playing a large of the square of their page of was the playing by the square of their page of was the playing and the square of their page of the square of their page of the square of the playing the square of their page of the square of their page of the square of the playing the square of their page of the square of their page of the square of the square of their page of the square of the

Repair Parts and Main Springs

Double-spring Motors \$ 3.25
Liberty Motors 6 00
Three-spring Motor 12.50
Four-spring Motor 15.00
Tone Arm and Sound Box, per set, \$1.35 and up

WRITE FOR CATALOG

PLEASING SOUND PHONO. CO.

204 E 113th St. New York, N Y.

OPTIMISTIC FORECAST OF BUSINESS FOR 1923

A H Curry. Vice president of Thomas A. Ldison, Inc., Phonograph Division, Makes Interesting Analysis of Business With His House During Past Year-Message of Cheer

A Il Curry, you pro-along in charge of the plane, up a de sion of thes A Edison, he, talked in a artily optimistic year regarding the trade outlook for 1923 when infrageword by The World recently

He sed the seems no could and that the general improvement in Labour burning, which has been manifest core month for some months past, predicates an excellent year in 1924, not only for the Edison Co. but for the Edison publicis and dealer. He estimated that the m ction at in tartour cult con determine hill per cent over that her 1922, that the jubbers' busi ness would are ease than 25 per contact that for the year, and that the dealers linsiness would increase on the average of 50 per cent over last year for one car past the holison to las kept a coord of the ratio which has extend heter to be the per to public and the pubers this to the lets and the girl centinges con in ted those are based upon the table. He obtained in the perchance of mercase ar, of coaser, due to the and that the dealer is that to accomplish Equidation the Juplier next and the arriver hat

Equidation with the following retail track in been perfeally competed and families 1, 1925, will see the made I among of sock on the fluor of Ideal related that has even incertific case. All on the All there in the will cause a great deal to cutting in a countries selling efforts during the offerings or a reconretned

Mr Cirry further to the Otherston dearer will see fit to entry a concepted beginner. force of miss ancies of an has been the case due. ing the localled period of depression. Where, in 1921 and the face light of 1922, fixenty five phonographs was quite a took for the dealer to carry who was sellar only from len to lit. term per routh it is probable that the same dealer will be glad to to that phonographs when he is turned to red our sixts to sevents. the per regulation

With highestern a compached and with the Hour stocks at a low this tre new year well the arms of related in the first will

DIRECT FACTORY PRICE—JUST MENTION THE QUANTITY

MOTORS TONE ARMS REPRODUCERS

Grev Iron

Direct Quantity Importations On

CASTINGS [TURNTABLES MOTOR FRAMES TONE ARMS and Brass for HORNS and THROATS

Stylus Bars Screw Machine Parts Talking Machine Hardware

JFWFL and STEEL (Bulk or Packed) PHONOGRAPH NEFDLES GENTINE RUBY BENGAL MICA

D. R. DOCTOROW

Fanderbill dre. Bldg. 51 East 42nd Street, Arn York Tel. Vanderbill 5462 Murray Hill Sov

purchase on a basis of actual needs and the jobbers will do learwise. That is a condition for which the I discus organization has been stremmes beginking to the jast year and which the which trade has hoped would obtain it as early date. Of the 50 per cent markage which Mr. Curry autorpotes in the retail business of Ed on deduce he foure that uncelast will be



A. H. Curry

the to the new models who havere introduced in 1922 and the conscipient broadcam, or the I down market and that the other half will be due to the central burness paperecence; and nervased prosperity of the matter

He said that the introduction of the new Edison models had already been responsible for nerca-ing the demand for certain of the older styles which had remained in inventors with the public until the latter part or the current year. This was a more or less an expected reflex demand

The new system of releasing records which the Edison to will employ starting in Letter a most year. Mr. Carry beloves will be a cr. was toward earlier. On recol mer laint to operate I sare and department at a continuon profit. It will give the dealer a chance to always have something new to show those who drop in at his store and will in itself be a timings to local residents making frequent V15.15.

Mr Curry feels that prices will remain stable during the coming year as there is nothing now to indicate any likeblood of a further rediscrease, due to the fact that there are no overemphas of raw materials and labor custs do not sless and tendents to drop for at least another year

Surveys made by the Edison Co. indicate that 50 per coul or the potential buyers of phonographs are topcically capable of buying or leave the space to devote to console models and real as a consequence the total percentage for the indistre smould normally run some thing like 25 per cent console and 75 per cent upa out model. However, Mr. Curry believes that energetic alconanship is likely to cause many prople to buy one de models who should not logically do so and that as a consequence the r tooks more likely to sun fifty hity

from Mr unity licheves, will be demosely shorteard during the comme year, chiefly be out the purchasing public will be better able orporate the baying The result that has always extended terms where the were less in order to maintain volume, but when general lor-mess is good it has been generally round that a year is sufficient time for the average instainment sale and fifteen to tweat, months about the maximum that should be allowed

Mr. Curry doubts that there will be any radial laws with phonographs or recordind that the substrayoff proceed on a basiof return a war his a ready been established s it has a fee also. He does not text that rule will prove a seriou competitio of the choos craph and it cheral soreces an excelbut year for all descess who work vigorous la and who upract the respective husinesses खारी him जानेवाद

Make Yourself A Christmas Present. Mr. Music Merchant

When you are making up your Christmas list this year don't forget YOURSELF And if you haven't one already resolve, right now, to present YOUR store with a Small Goods Department

You won't have to WISH yourself a Prosperous New Year-you'll be guaranteeing it in advance! For a Small Goods Department means

> Increased Sales! And Most of Them Cash! Small Investment! Rapid Turnover! Liberal Profits!

Not to mention the number of new customers attracted to your store by the appeal of this interesting and highly salable merchandise.

The First Step Is to Send TO-DAY for These Two Free Books

and the the the transfer the the transfer the transfer the transfer the transfer to To All Our Friends in the

Music Trade

We extend sincere and hearty wishes for a Merry Xmas and a Happy, Prosperous New Year.

Catalog No. 22 Everything in Musical Merchandise is pictured and described in this catalog. Nearly 3,000 different Instruments and Accessories in all, quoted at retail prices

Trade Price List No. 5-A confidential book for music merchants, giving net wholesale prices on our entire line.

The Fred. Gretsch Mfg. Co.

Musical Instrument Makers Since 1883

60 Broadway

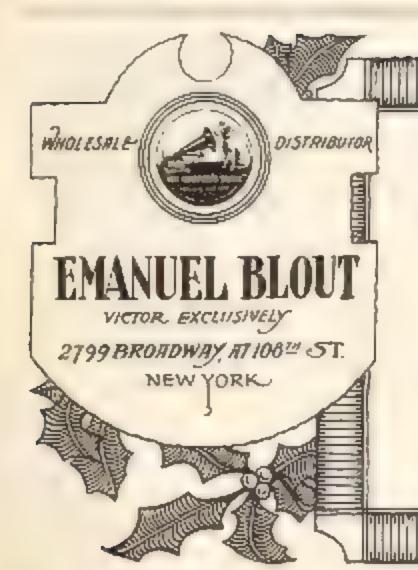
BROOKLYN, N. Y.

PERFECTING UNIQUE INVENTION

Miss. Mars. Hallock, well-known planist and to limited art st. has been visiting Pottsburgh it comes from with the perfection of her inventom mid we to the uniof hight and color in sorries to n with the player peans and organ The first organ to be persented has been or dered by Pietre Disposet, well known financier, and will be metalled within the next sixte day? in less marious. In addition to her musical and engineering activities, Miss Hallock has been visitna Columbia dealers in Pittsburgh

Ready for Delivery

Double Springs; plays two 10-inch Records; suitable for Portable Phonographs. Sample. \$3.75. Larger motor playing two to three 12-inch Records; suitable for Phonograph selling for \$100. Sample, \$5.75



Greetings to the Trade

The year now closing is decidedly a "Victor" year, thanks to the efforts and activities of the Victor retailers.

It is with a sincere appreciation of the co-operation and patronage accorded us by the Victor dealers that we extend hearty greetings for a Merry Christmas and a 1923 of prosperity and happiness.

EDUCATIONAL WORK IN COLUMBUS

Miss Streeter, of Victor Educational Department, Addresses Teachers, Parents and Music Lovers While in That City—Retailers Enjoying Healthy Volume of Holiday Business

Columbus O December 11—One of the features of the month was the recent visit to this city of Miss Margaret M Streeter, of the Educational Department of the Victor falking Machine Co, who delivered a number of addresses before local club- and gatherings of teachers and music lovers on the question of carrying on education work through the medium of the talking too big and the appearance of training the dress property of the talking to be property of the talking the property of the talking to be property of the talking to be property of the talking to be property of the talking the property of the talking to be property of the talking to be property of the talking the talking the property of the talking talking the talking the talking the talking talking the talking talking talking the talking tal

It happened that Miss Streeter visited to humbus at a very opportune time, as the week of December 4 was known as Education Week in this city. In observing this week a special meeting of the Franchi somety Parent Teacher Association Chancil was alled for Thursday afternoon, December 7. Miss Streeter was in vited to address this body. Because her audience on this occasion was composed of presidents of parent teachers' also nation, and principals of public schools, Miss afrecter spoke on music appreciation from a different angle

She commended the authorities of the State

of Ohio for the appointment of Mrs. Nelle Sharp to the office of State Music Supervisor

Progressive States in the field of music. It was my pleasure to meet with Mrs. Sharp the other day and I was amazed at the splendid musical innovations Mrs. Sharp has already inaugurated. You are going to have fine results from the public schools in the rural and urban districts. I hope that you mothers and teachers will co operate with Mrs. Sharp in her work at the suited of in Other States in the Union, Alies States of a few other States in the Union, Alies States of a few other

Dealers in this city are enjoying a healthy business in both records and machines. E. M. I evy, manager of the Victrola department of the Otto B. Heaton Co., 168 North High street, reports that a very good volume of business was done by this firm in the past month. Of course, with the approach of the holiday season a much larger volume or sales is anticipated. The smaller machines, particularly the new flat top, hundred dollar consoles, have been cert much in denamed.

Leslie 1 King, manager of the talking macaine department of the Morehouse-Martens (a). High and Lown streets, has added a numher of new people to his sales force. They are Mr-s Bell Mathews, Mrs- Violet Hines, Mrs- Ethel Hoyt and B. C. Lynn. The type of work delegated to Mrss Hoyt will take her out of the store. She will visit the homes of prospective customers. The other salespeople will do their selling in the store.

Every talking machine dealer, whether he conduct an exclusive talking machine bust mass or carries that hae of goods along with other lines as in department stores, has teatured he talking machine records it attractive war dow displays in the past week. Practically all window displays were arranged so as to sucgest a Chostness atmosphere. Among the from whose window displays are unusually well arranged are the Murchouse Martens Co. fcaturns, both the Victrola and Brunswick talking starbings, the C. C. Baker Co, who carry Votrolar and Columbas, Heaton's Music Store, the Thie Music Store, Spence Music Store, Robert I. Seeds to, who carry the Columbia and Chency phonographs, and the Stewart Bros Furniture Co., Victor dealers

PERU REVISES CUSTOMS TARIFF

The customs tariff on many commodities, in cluding talking machines and planns, has been revised by Peru, according to advices received by the Department of Commerce from Attache Dunn, located at Lima, Peru. The increased duties average 22 per cent.

Work on the fine new building of Adolph Winters, prominent music dealer of Richmond, Cal, is being rushed to completion and the large stock of Victrolas, records, pianos, etc., will soon be housed in the new quarters.



That's the position of a piano man when only selling pianos lie's like the undertaker who only gets his man once



More Pian and Phonograph dealers have added Masseal Merchandise Departments in 1922 than at any other time in the massearch of the Music Trade.

he ty one of these dealers unanimously to any fire a volume of the dealers unanimously dell dive and the quick turnever of their and department more than pays all their overtead expenses.

A billion of the property of the property of the supply some time with the realist and of the times.

The poles of the 'reason' Director SUP TEYING PULL XION'S ENVIRONMENT AND TRAINERS OF RELEASE OF THE OR XIIIX

This is one fersor the all neglebours and the many to sell so he petraments as

Durro Violins, Bows, Strings S. S. Stewart Guitars, Banjos, Ukuleles, Etc.

Duss Band Harmonicas
Lester and Monarch Accordions
Abbott Saxophones and Band
Instruments

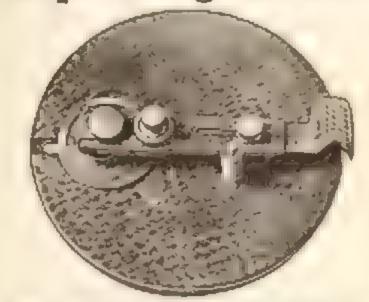
Dealers can assure their success for the next year in no better way than stocking this guaranteed merchandise.



BUEGELEISEN & JACOBSON

5-7-9 Union Square NEW YORK

A NEW Repeating Device



A new Reposting Bosine. Wonderfully simple Overcomes in I climately objections to other te perfect. With not must or securit the exceed Made 6, metal swill cart a literane. Adjustable tor a risch or county to be

THE RAPID REPEATER

Reports into renel postunity control between ending or bosseling, thus previous, continuous count. Here is a some price as or block or other formary souther machines. July for these

PRICE \$2.00

Send for sample and I could be to be being established that the destablished on the same attention properties.

THE RAPID REPEATER CO.



BALTIMORE

Brown - Lamp From Last to Phree Hundred Per Cent Over Last Year' Liquies - Department Store Dia for Business - The News

the state of the land a number of the oblight state of their best variable. It is a state of the best volumes of the oblight of their best volumes of the oblight of the percent of the series of their best of 1923 being placed as high as a per cut and the rowest of per cut and the rowest of per oblight of the oblight of the oblight of the oblight of the oblight trade bewoot the oblight expert to be able to the this unless the partones of the process of

Naturally the retail stores have also had a ne-detable better heartes but had more and so har in December and this notwithstanding the fact that the department stores that tear are all making extensive drives in their taking nachane departments.

the of the districting factors in the present add situation is the advertising of markenes of the

price naturement, is offering free records

The addition, the same store also advertises the Erimola No 100 phonograph at \$29.75 Other makes of phonographs advertised at cuttate prices in other department stores are the Player-tone, \$59.95, the Armita, \$79.75, the Supreme, \$69.50, the Vitanola, \$95.60, the Supercine \$100.00, the Participation \$100.00, the Supercine \$100.00, th

A concerted effort on the part of talking machine shops, departners stores and introduce houses to make this a talking machine Christicals is being made in the was or extensive advirtising in the daily papers. Large and attractive displays are also being featured in the show windows or all shops and stores, which is backed up by attractive advertising in the daily papers.

Polices's furnature store is featuring the Grands in a Christinas club proposition. The Car hold Piano Co., on Futaw street is reaking

at exter-ion drive on the I dison machine soil reports by his air's The I. Paul Handton Co. and North Howard, seed, reports excellent trade in and his deciand for the Chenes, while the deciand for other well-known makes is equally good.

Manager Roberts, or b. b. Droop & Sons to, says business so far this year, even without ad the public structure, a away ahead of last year's record.

Manager Shaw, or the Brunswick agency, says that business of this branch last munth more than doubled that of any munth in the history of the agency here. Two new Brunswick, accounts opened this month are N. Davis & Sons, of Potomoke Lity, Md. exclusive dealers, and R. W. Norman Co., of Salisbury, N. (

Mr Shaw has just returned from Norfolk, Va. where he went to attend the opening of the Sprinkle Piano to 8 store on December 9.

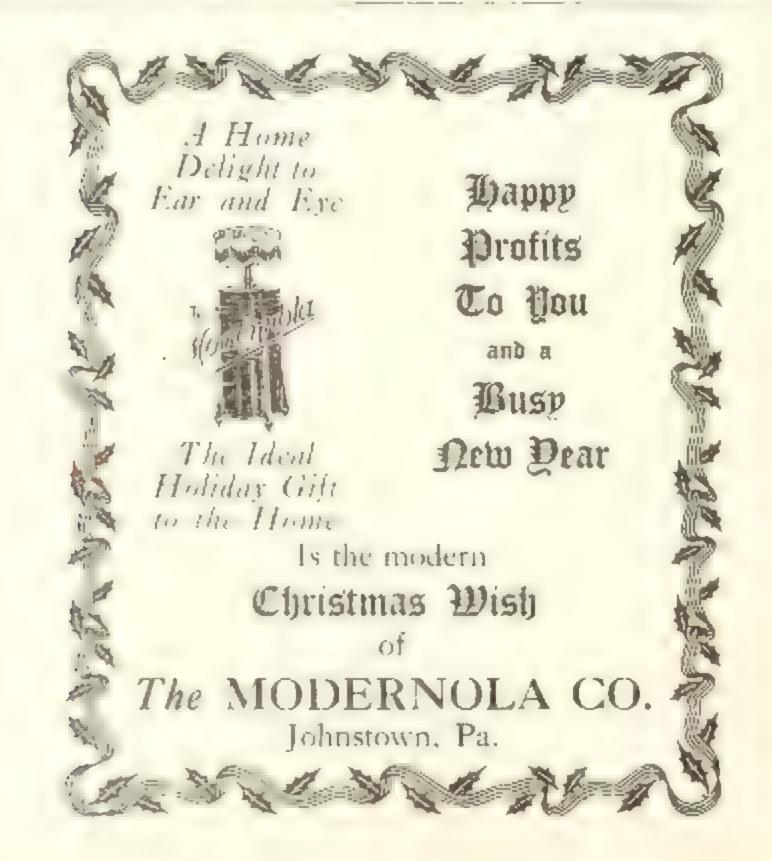
A canvace of the retail slope shows conclusively that practically all dealers are very optimistic as to the ontlook for the Christmas trade and unless there is a big slump in the business between now and Christmas the holiday trade this year will, no doubt, be greater than any in the history of the business, with the pois the region of the scartine trade will, no court conserved abusiness.



December Will Close Biggest Month in History of Fred. Gretsch Mig Co.

"An exceptional year in every respect," is the way h. It Strong, sales manager of the Frol Dritch Mr. Co. in forter and wholesaler of musical merchantse brooklyn, N.Y., described 1922. Directible will close as the biggest month in the listory of the Fred Gretsch M. Co, with November a very close second of confer was a record month not only in the run become assuments, but in dollars and cents as well. In addition to the large amount of increased business from our old dealers we opened many new accounts dusing 1922. These new dealers report much success in the handling or musical merchandise One specific astance was a dealer in Hemp tead, I I, who although on's opened a few months, has just a add his fifth sale of a savo phone and for spot cash, too. The continued great popularity or halveal it is handler, to gether with the area meable or deslets who have added, or are content fature adding musical florchands: departments world indicate a very prosperon- vent for 1921

Walter Gretsch whose return from huropean markets was accurated bet another continuous at the continuous manufacture adapting, but a manufacture continuous adapting, but a manufacture continuous adapting a position on the part of all to remedy this condition as quality is possible is a continuous and these efforts will, no combt, clear the situation somewhat in the notifier distant inture





Is the Phonograph Dealer Missing His Opportunity in Radio?



Every Phonograph Dealer has undoubtedly thought of the question: To whom does the major portion of the Radio business belong?

Without question, the Phonograph Dealer—by virtue of his organization, facilities and experience—is far better equipped to handle higher grade radio instruments than any other class of trade. It is only for him to grasp his opportunity—NOW

Though the radio art is comparatively new, the public has already awakened to the realization that, for the best enjoyment of broadcasting, quality wireless apparatus is a foremost essential. The radio-buying public is therefore insisting not only upon wireless equipment that is scientifically correct in every detail of construction, but that, in addition, has an attractive appeal from the standpoint of neat appearance and as a suitable acquisition for the finely furnished home.

The Quality of Bestone Wireless Apparatus

Bestone Wireless Apparatus embraces a Radio line that achieves superiority by reason of elegant design, scientific accuracy, simplicity, as well as unusual volume and clarity of tone. The Bestone line will appeal to those who recognize Radio as a practical art and to those who seek the manifold diversions as made possible by popular broadcasting.

Prices of Bestone Sets range from \$22.50 to \$125.00.

Send for Illustrated Catalog--and complete Sales Proposition

HENRY HYMAN & CO, Inc.

Manufacturers

Executive Office: 476 BROADWAY, NEW YORK Branch: 212-216 W. AUSTIN AVE., CHICAGO

DETROIT

to the Star Opena m — Steers in Gala Time Girl Tippal in Adv

The property of the property o

Math the country of a section, interest in rate to the file of special distance between the part and distance of the part of t

are receiving a great many inquiries daily in regard to these instruments

Practically all of the music stores of the city are earbed in their holiday attire, or are busily being decked out at this writing. Advertising a many firms in the city stresses the value of talking machines and records for Christinas kits.

number of the dealers of the city in offering tachines of a regulable make, together with a number of selections, at excessively low terms. Dealers who are not a party to such offers, but who lainlike the same makes of phonographs, are inclined to the opinion that such a policy is an undestrable one.

Charles W Smith, manager of the Detroit Music Co, which handles Culminbia Grafonolas and records, in addition to planes, reports that business has been faight brook. The new process countries records have made a big lift with his patrons, he says

The J. I. Hudson Music Store carrying Vicrolas, Prunswicks and Cheney phonographs,

reports that sales for November were almost on a par with the loggest month in its history

the Edison Shop, as the name suggests, handles only the Filison phonouraph and is enjoying a very brisk has aces. An interesting case came to hight recently at the Edison Shop, with the sale of one of these machines to a customer. The buyer proved to be the terth member of a family which had purchased Ildison phonographs, since the first member of the family had made his original purchase some two years previous. Edison still continues to be the first in Detroit with the latest popular dance hits. One or the minit popular records is a planonumber of "Three of the king the Morning," by Finest Stevens.

The Brunswick Shop, exclusive Brunswick dealer, bids fair to be away up at the top of the 1st of Brunswick dealers, for whem 1922 has been a most successful year. J. Francis Quinn, we call in account on the Step, has an exceptionally high powered lake force. The Brunswick organization is making a strenuous bid for super-lack here and in Michigan in general Some of the very best accounts possible to attain, both in Detroit and it southout the State, have here se used by the Brunswick Balke Collonder Co.

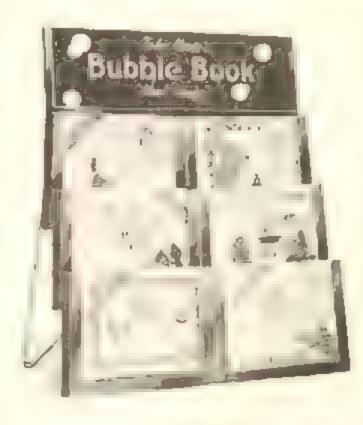
If A Barnard, or the Parrard Music Co, I. I.son, Much have a vector to the Detroit Brinness. Suppose the confer 7, where he renewed friend-layer with the members of that Son and pave a brief statement or business conditions in Jackson. Mr. Barnard is an exclusive brins with dealer, having handled that him for the past three years. Business conditions in Jackson are not as good as they are in Detroit, owing to the fact that the industrial revival there has been sower in getting under way. Jackson is not only a manufacturing conter, but is also a railroad center and the recent troubles in the rail shops have hindered the revival of business conditions to quite an extent

Last Minute Money— in Bubble Books

Don't overlook the money that's waiting for you in last-minute Bubble Book Sales.

There are going to be hundreds of people right in your neighborhood who—just about three days before Christmas—will suddenly decide they need some more gifts for little folks.

Don't let them wonder what to get, but have your Bubble Book stand right out in plain sight where they can't miss it. Tell them again what everyone who has ever bought Bubble Books knows: That a Bubble Book Christmas is the merriest ever—that Bubble Books are enjoyed, not once, but over and over again—that they are the ideal indoor amusement for children.



BUBBLE BOOKS "that Sing"

By RALPH MAYHEW and BURGES JOHNSON

Illustrated by Rhoda Chase

When you sell one you sell a habit and when you sell a habit, you're building business.

HARPER & BROTHERS, BUBBLE BOOK DIVISION

Established 1817

Franklin Square

New York, N.Y.

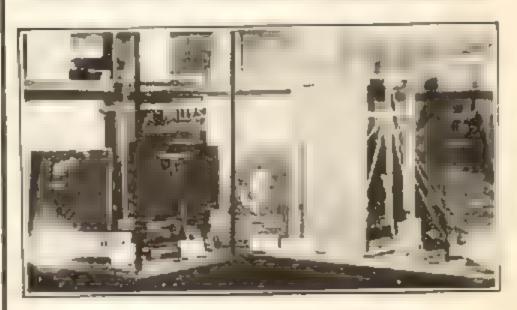
DUR-A-TONE RECORD CO. FORMED

New Newark, N J Concern Organized by G Howlett Davis-Will Make Talking Machine Records by New Process

Music Roll Co., transe, N. J., recently or canized a new impany for the purpose of manufacturing a rew talking machine record which embodies some exclusive patented ideas. The moord is formed of imminations of flexible abrons material with a thin veneer of shellac. It is said that it can be produced at a much lower price than the present records. The new from will operate under the name Dur-A-Tone Record. Co., with offices at 15 Park Place, Newark, N. J.

USES WINDOWS TO ADVANTAGE

NIMOARA FAILS, ONE December 4.-P. C. Me-Nally, of this city, Columbia dealer, has been using a some of attractive windows featuring



An Attractive Columbia Window

Columbia Grafonolas and records. There will dows have been instrumental in stimulating Columbia business materially and Mr. McNails is coupling his publicity ideas with aggressive salesmanship. The accompanying illustration shows a recent window prepared by Mr. McNaily which was the subject of considerable attention from passers-by

Announcing a New Complete Line LONG CONSOLES

Due to heavy demand, necessitating large cuttings, we have been able to reduce our manufacturing costs. We pass this saving to our customers—more than 10 per cent below former prices:

Please note that while Consoles 601, 602, 603, 608 and 610 are regularly fitted to take care of Victroia VI, these same cabinets can be fitted to take care of Victrola IV, and, when taking the reduction in price of Consoles into consideration, it enables the dealer to sell an up-to-the-minute standard outfit at a very moderate price.

Long Consoles are covered by basic patents and infringements will be prosecuted.

Long Consoles are distinctive in design and have the divided top.

Long Cabinets are regarded by the trade as the Standard of Quality

Deliveries can be made at once.

Made in dark red mahogany only

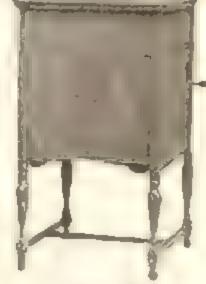
Order now for Fall and Holiday requirements

Write to-day for catalog of full line

All of the Long Consoles d'useated on this page, except Stale 200, a c also idealle adopted for iso me' le Columbia Grafonola A 2



Style 501 Price \$27 00



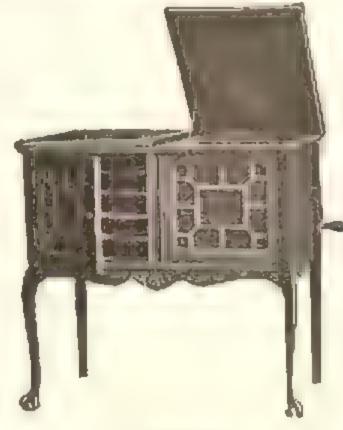
Style 606
For Victrola IV only
\$20.00

Specifications.

Made in dark red mahogany only.

One piece top, 19°; inches long:

34 inches high; 21°; inches deep.



Style 603 Price \$29.00

Style 608 Price \$30.00

esercial service de la comparte de l

Greetings

IT is a pleasure to wish the trade MERRY CHRISIMAS

and a Happy and Prosperous NEW YEAR.

New LONG Radio and Talking Machine Cabinet



to No. 11 of the board of talking to explore tor Verror VI Below that for will be omerodate received.

2 metas or his in her his random really to the dry latterns. Her latterns or he of special to the latterns of her latterns of the lattern of the Calment shows equipped with Westingheum Astinha, 21 and Beldings long speakers.



Style 610 Price \$28.00



The Geo. A. Long Cabinet Company HANOVER, PA.

Start Big Brimswick Publishy Drive H. S. Gray at Strand Combined—I maken Concert—Association Dame—Other News

to: \ i.e. | heave | \ \dots | dight | te the subjected transfer of the mall the till a such a constitute a configuration of the such as the su Production to the contract of the program of According to the teacher and the second over the production of the contract of Figure Suproble of Other Collows the property of the place of th and the state of t where a series Harris South he क्षांत्र व्यक्ति हात् हालो आसे त्या अवस्थार अस्त there was 'a soll coop. Abani, if we torn to the wholes deed no have reports are suph a term to be a more a basel record and was a collect without and our og begind the fire of the fire , surse, may by the analysis of the sections ap in a temperation is a contribution burning day trade

Big Brunswick Guns of Publicity

The Branswork document in Astrolas Started some by Laterian in the per tertisonicate ny asi the access of the most population November 27 which is the man in the little mas to H Silve provide the Burne Music Co, was a proster of normal of the connative is adverted to the property the copy and are and he presents become an including the properties taked in the express of the outle will the landing himself of the or but himself and linker that a least not continuous te Lien

Parmelee-Dohimann Pleased

The riker, is the departered of he " prodec beligging I i i i i i i the first conservation the opening of it do partness: Pyter-ye alterations unformments

and improvements have also been unite throughout the reason, who is been the envelope regulation of being one of the lackest class concerns in the Southland. The China's phonograph and boration records an extract in his is eas and the inpartment is since the can agrinication Mix H. P. Howard

Gray Visits Strand Convention

Water Stonas preschint of the Walter S tiple to probe in those paper, costages and the Julian is in Strain, June 19th at Radial tur zona calmir or Strad photos apit distributors at Salem, Ind., last month. He returned the low to les and a porte; that the onvention, which was attended by twenty Three distributors was a very real streets and that, be addition to learning about the new Strand sales plans for 1923, two new models were shown Mr tiras was especially pieced with the showing of the Los Anneles branch, which was opened in Tune under the local manarenest of I I thinsey Sales messare on in reason of 100 per cent ever last scar

Wiley B Allen Shows Big Increase

1 P Tucker, general anner of the Wiles I Allen to's southern ta, orner division repost a special legales dum, the neath of Vogember in the Browsterk and Victor deportrest or the tracking space. In excluse that I previous a beautiful from being being or this desirtness, it alick to fell to the ages. We fighe also spin a very la his or the stere open and sie a the record to contract, theter to go a but stepler

Cecil B. De Mille Buys Victiola W H R hardson, arts, dent at R hardson's, In the the experienced in Victralia destri emple of the construction with indicate

cently sold a Victoria XIV to the famous producer, Cool & Mille. The instrument was purchased for use on Mr de Mille's private yacht and some alterations had to be made when it was finally installed in its new home. Mr Richardson, also sold a \$375 console model to He one Chadwick, Paramount star, last week

Vocalion Artist in Concert tolar Charles Thomas, puted bardone, ar counted in concert at the Pl Paradonic Andr former in the latter part of last month and was accorded a great reception. Incidentall, the was the first on out to be as an under the THE HEAD OF THE ER , THE COPIES BUTTER, and March Armst a make a point of 19th, complimentary heart to the Thomas con cit to all the subscripts of the surrous to calmin record desertions be every that they had a talls to letopers with a considerable , separate publical to the comment'

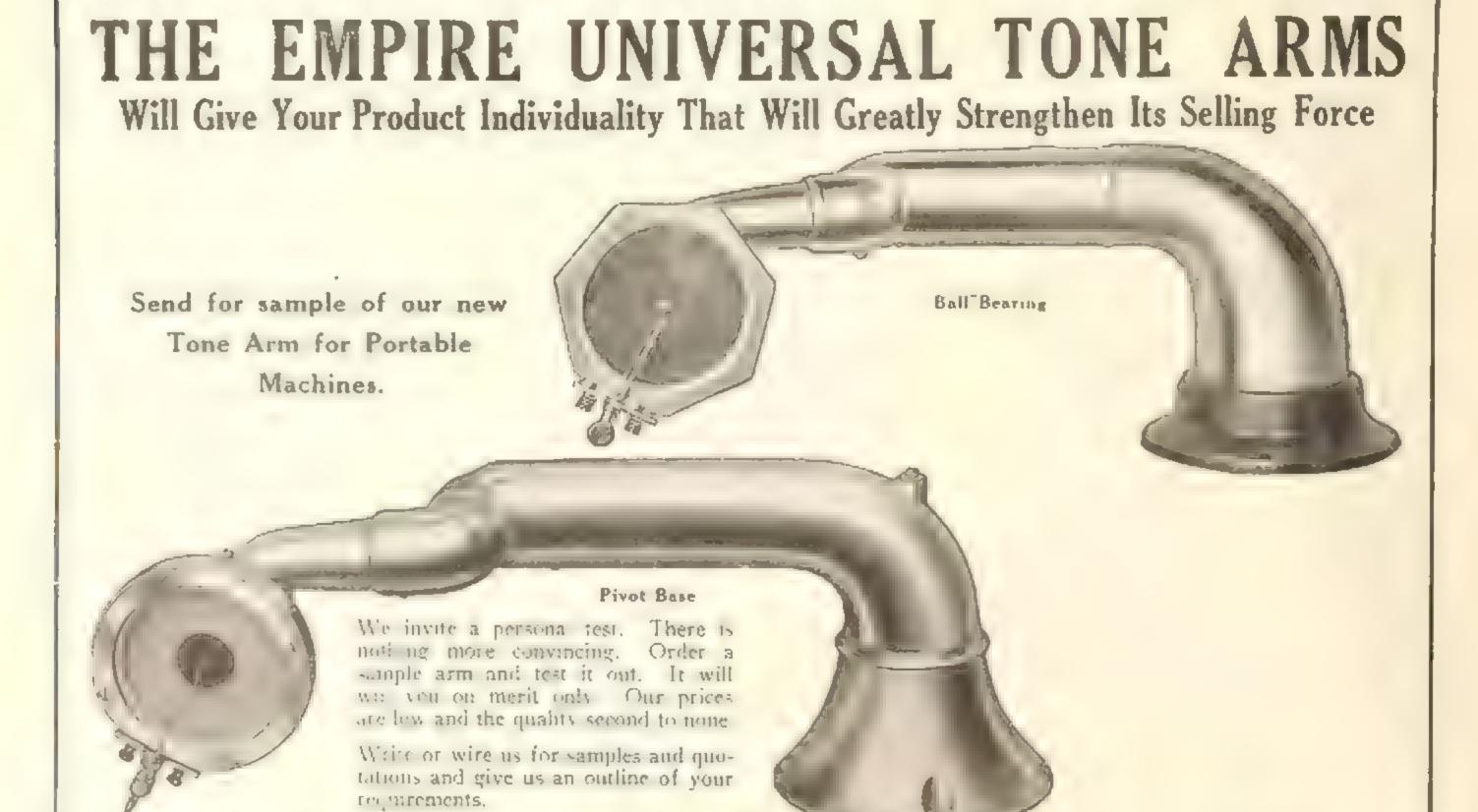
Association Gives Dance

Member of march of the various talking configuration of the east attracted the clarest arren The Min of Problem Association of Southern total of A with a the standard Late School a total and A good time was a percel to a merchan y comply until s were paid I have a line to the transition of provided This State is pure design of Hami but ar's Maste Salen J. W. Boothe, general with the bank rollers authorizante cut, was cance in a the established committee and creates? I character as and the desires. Lie J. P. N. Bir J. A. C. Diaz, Irreiz Andrew J. R. J. M. Callus, H. He. Long and L. Properties preint Mrs H [1 How is not to the class Boleracin Co, and She shand or or Pas, and Miss Hallen harmon the armony Stone who a bet column the evenue.

Barker Bros Report Increase

for a complete weather the street of The community of the community a line Simpler 1 W Bester ro constability and of i for a second to the best which

Cahla Address "Emphono"



THE EMPIRE PHONO PARTS COMPANY, 1362 East Third Street, Cleveland, O.

Manufacturers of High-Grade Tone Arms and Reproducers

W. J. McNAMARA, President

are of he and more property the two a the could be read account. country has been enlarged and a methods. have in and to only a cart been addistance record account of the The of and Area in the details of the property of ender the the unit multiple to he sakes care of the contract of he happen. . الحاد عياب النجل التجارس التجارس التو "in a glar the line, do not be able to 1 12 -

Pasadena House Unlarges

I mag a Major to be a minimal and the contract of the contract Helicala China China Carlo Spini and the track that the time

MAGNAVOX CO. AIDS DEALERS

Issuing First Number of House Organ the "Magnavox"-Preparing Educational Dealer Campaign on Radio-Fine Sales Reported

W K Harrison and the harrison to water the big might in the new years a contract CHAIR II and to g (to , gs to , or 1075 th to the total tests past six nor le le tile en la lettere the of the tribute of the state espiritions of hit Harmon and the creard.

The month the state of Timeliant in the transfer into her of the sale of the sale of ra dp = ', c c) - c p al pro II contact to the contact 164 11, 1 51 11 1 11 1 1 1 in a children of the state of the

is always proportionally so really later the later the and a large measure floor has been added teen phone spli and record froms in Fost ac allocated the sale of Brunswick phonographs and l'enassoria proofes. A proeption was led or Mr and Mr. Harley Long on the occasion of the formal opening of the store, watch was attended his a ceric large crowd who extended consisted to the state of and host and

Edison Dealer Builds

I is to Struck, Edison dealer of Santa Sta he see completed in purpose charges in la I then depertment and built addring, pare the two filler critical. If prescribs a very social Less a personer and mediate as demonstration Marie to the ordered three phonographs and FORBILS.

keeple of his per about the meschibles of 159 1 All the take a secure dear House SAPE, he stated, "the taking made or dealer end in a trever deduct who is new familia. the or course plante dang on a side de-"creating his knowledge of the feelinger into of the fit them, and, to over nor H ite il and in a suprima i catalant de - und to are the dealer a thorny, be obsertion it be not inputant to him of right carries of the called a some of the land of the color of the colo neri ere mone forback in Do de lei wi are preparate for 1923 a mational advertising satisfication found to create a larger deand for Main way products, and we hope that he cooperating with the deale his direct on the street are not be able to be innered to care cap talize on the deposid cirated by the

BOOSTS HEALTH RECORD SALES

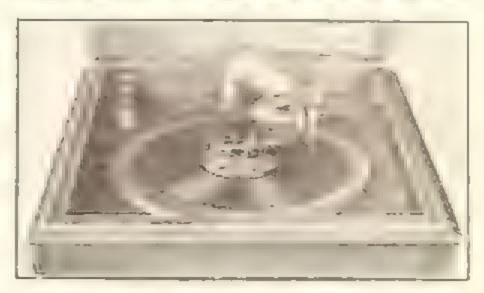
I'm the tribustice of traderal lie condition is special room in which is done in in to the Vision health accords therein र एका वर्ष महामाना जात क्रिक पुराप कि " - note ted a three count last point y a training to the first the same of the

INTRODUCT, NEW RAPID REPEATER

Cleverly Constructed Repeater Being Made by the Rapid Repeated Co. of Long Island City -Advistable to Different Witch Reco-

VIII CONTRACTOR CONTRACTOR 024 1 1 1 1 0 1 1 1 2 1 1 1 Is sur the internal to an exercise and remain the filter of the filte Light

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The New "Rapid Repeater"

park the near beautiful post here A commendation to make the construction served with the pitch of the pitch is datto, publication fra, a aliquia Dure is alrediced to hired occurs and the operation is in Spreadings. This the reserve Reput Repeater

Aportice distriction, the start to plant doe for the different solds to a reds show region to an institution by colour by grepre to represent the fire record committee the end of the contract of April 1 Charles Territore by بالريكام لأجر وعراج ويكفين أبيا جهرون والنظ district and address

Announcing the New Granby Short Console An Adam Period Design 1 1/20 0 de Suittiti Paral phi A Sterling Value \$135 The List Price is

Granby Responds to the Demand!

There is an unmistakable demand for a short console--and we have responded by bringing out this new and interesting model.



Comes in rich Walnut and Brown Mahogany veneered calimet. Equal to the veneers in higher priced instruments. Finished back and sides as well as in front. Construction guaranteed.

And note these new Granby list prices:

	Was	Now		Was	Now
Sheraton Upright			Adam Console .	\$275	\$200
Early Virginian Upright.			Louis XVI Console	325	250
Louis XVI Upright Early Virginian Console.				3*5	250
·			un: Consoles, \$135 u	ED.	

And with the fat, liberal Granby discounts the profits to you are worth going after. Write and ask for our attractive dealer proposition.



Offices and Factory: NEWPORT NEWS, VIRGINIA

New York Branch: 37 WEST 20th ST., NEW YORK, N. Y. Tel. Watkins 4508

OMNON OF CANADA

MONTREAL DEALERS ANTICIPATE BRISK HOLIDAY TRADE

Dec case in Unemple, ment and Increase in Inquiries Basic Reasons for Optimism-Need for Paration in Radio Field-Trade Changes and Activities of the Month

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Supra try or horas and

The Victoria and the present-day console until 1 1 form in care had on view in his close window which made the day on a factor of consulerable attention

As one the communications read before the city council the gast month was a protest and the communication was a protest less bear approximately between the appearance of the treets, that they suggest local business being a bad shape and that they constitute a scrious are in each ewing to the inflammable material used.

the plant of the borbiner bramophone to alter the city, resulting, it is expected, in an insection of the city.

Le Vi (row department of this plant is especial base. As earload after colload of a notificable in you and it malbaded on the collocal form of the act there to open, carefully in the reproduct the act the same that a beauty as building at the same time. "We conclude a log rash on Victorias and prepared for a act the same time company.

Rithren McDonaid, the well-known barnone on Teronto, spent a week in Montreal at the conductable laboratories of the composeo, little well-known barnone the personal transport of the personal transport of H. S. Beelings

A reactive first automore display cases put on the trace Massical Merchandese Sales Colean now be seen in nearly every talking machine store in Montrea and dealers report increased needs business from the fact that their needles to how displayed in such a manner that they is aftendion.

IMPROVED BUSINESS IN WINNIPEG

Optimism Prevails Throughout Trade - Many Changes and Alterations During the Month-News of Other Activities

Wishin Max December 8 G R Dring, of Calcute who travels Alberta and British Columbia for the Musical Merchandise Sales Co. Toronto, said that business was exceptionally good and that all the dealers were optimished

Carle A Brodie, of the Due Bird Song Shop, brunswick dealer, has moved to more commodious premises further west on Jasper aveture

Robinson & Co., Land. department store, an nounce the morphisms of their talking machine department.

George C. Gewer, of Child & Gower Piano Co., Lid., Regna, Sask, is being congratulated on his marriage, the latter part of November, to Mrs. Pile Neilly

Alterations are bring made in the Willis & Knube show to the planners of department

The ppentance in Winnipeg of Edward Johnson the Canadian tenor, was taken advantage of he His Master's Voice, Victor deal ers, to jush his records and large vales of his records are reported

I'd, was a recent visitor to Edmonton Tom Ribenson, of the Robustor Piano & Music Co, who has at last secured a fine store opposite the MacDonald Hotel, is his agent here. Mr Robuston, reports an extraordinary demand for the Fig. she catalog of the Vocation records

Business for the Matthew's Music House, I td., Calgary, Alte, has been improving rapidly dormal to the large area days. This firm a addition to the large was line bandles a big line of planes. Shelliv Higgin has been added to the sabs staff.

W. A. Dietrick, sales manager of the Starico. of Canada, Ind., London, was a recent business visitor to Edmonton, Alta. Following out a new scheme of distribution he has appointed Revilhon as his wholesale distribution in Edmonton and district.

Cordon H. Render, representative for Sonora Phonographs, Itd., was a business visitor here during the past nonth

Louis Gravenre, Commbia artist, and Reinald Werrenrath, Victor artist, appeared in recital in Winnipeg lately and drew capacity house-

W. F. Evans, Ltd., Vancouver, B. C., an nonnees that its Brunswick Christmas Chili has not away to a nood start, a time response being technical training of a more plant.

TALKING MACHINE DEALERS IN TORONTO VERY ACTIVE

Combination Phonograph and Cable Lamp Placed on Market by Local Concern-Toronto Music Men Part opare in Fair-Sonora Phonograph, Ltd. Moves-Other News

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Toronto, Etta or wach were matter tractions and all contents of the second contents of the

Ges W. I do what appete familiar with the trade in a mails show he long experience, having vested the affection technics on entires occasions, was ready surprised and, modentally, not the least pleased, with the amount of Canadari business being booked for the Strand line When in Toronto We Upic conarked upon the large of the Paradarian approximent in business in the Unit Canadaria and Strates, the return to activity bring remain Adv. Capid

TALK SING CO. FILES PETITION

The Talk Sing Co., 140 South Dearborn street, Chicago, III., manufacturer of talking machine devices and novelties, has filed a petition in bankrupt v. bsto. Collins of \$21.00

Talking Machine Springs and Repair Parts

NONE BETTER IN QUALITY

NONE LOWER IN PRICE

THE RENÉ MANUFACTURING CO.

MONTVALE, NEW JERSEY

PHONOMOTOR PRODUCTS, PHONOSTOPS and NEEDLE CLIPPERS

PHONOMOTOR COMPANY

121 WEST AVENUE, ROCHESTER, N. Y.

REPAIRS

TALKING MACHINE TROUBLES AND HOW TO REMEDY THEM

Conducted by Andrew H. Dodm

Repairing an Old Cylinder Machine Austin, Minn., Nov. 26, 1922

A. H. Dodin,

Talking Machine World

Dear Sir: I have an Edison Standard model exhader two and four a content as make in my shope for repair, and find it a difficult problem. There is a loss or power when belt is put for mandred wheel with feed in contact with worm, although not any too much feed pressure, as it is instenough to feed over. A new feed nut has been put on. Do you think it can be that the new feed not and the end worm do not work to gether? The worm doesn't seem to be at all worm. Since of or mandred shaft was tight, but I have ground it down or opened it up with emery cloth, so it seems to turn free now and does not seem too tight or too loose.

Every gear seems to work free but no results seem to develop. The slide rod for the reproducer frame is well oled, but there seems to be too much load somewhere. Could it be possible that the wrong feed not has been put on, for instance one belonging to a fire side or some other model?

It is a machine built originally for both two and four minute records and not one with an attachment put on it, but I cannot get it to play a record through before the speed dies down

Please give me some light on the matter if you can think of what the reouble might be Give me an outlent of the processing to fellow and I will try again before given it me

Answer: Having read of what can have done to this mach in there were to be 10th left to go over. I would see that the machine had the proper main spring, that there we not too much graphite in the case, which would prevent proper 3 is 3.1. Year have that the light a not the table.

gearings that a see that the normal is not tight as the part beautiful, and con will have nothing but to afterd to with the exception of the seed and

The feed not has been the consent much of the trouble in the recorder need ones, and it is very hard for the to the expedent need ones, and it is case, particularly when you are not positive whether you are usued the context feed but on the machine. On the other hand, the feed screw on the shall may be brossed or worn in such a way that the feed but will not feed and will cause the machine to stop.

Sour trouble medicated in sects sector in a property of the property of the property of the sector.

No Book on Machine Repairing Chicago, Ill., Nov. 24, 1922

V B Dudn,

Talking Machine World

Dear Ser-While readers the Talking Wachine World I noticed that you are dvine advice on repeating of tilling machines. I would like to ask you is there is any book published on that subject or that line

I sometimes do repair some machines but I'm not very good at it, therefore I'm asking about the books. Do you think I could buy one somewhere?—I., J. Schiffner.

Answer: I do not know of any book published which deals exclusively with the repairing of talking machines. Up to date, the repairman has had to depend on the booklets and catalogs issued by the various talking machine companies. These booklets just give the reader an accurate description and diagram of the particular motor or sound box made by the company issuing same. What to do when an thing happens that is not described in the booklet is left for the repairman to figure out for him self. I am sure that it would be a wood idea for someone to write up a hock on the repair question, and I hope it will not be long become such a book will appear for the benche so all repairments in the industry.

GENERAL RADIO CORP. DOING WELL

Enjoys Three Hundred Per Cent Increase in Three Months—Demand Growing Steadily— Confident of New Year's Prosperity

Prinkletinik, Pa. Dicemort 8. The General Radio Corp., of the city, distributor of Strand phone rapids, Okeh records, the Music Master Horiz and RCA and Geraco radio products, reports that it has found the past year a particularly good one. It is stated that in the last

MICA DIAPHRAGMS

Absolutely Guaranteed Perfect We get the best In his Most date sty We supply the largest Photograph Manalacturers

Ask for our quotations and samples before

American Mica Works

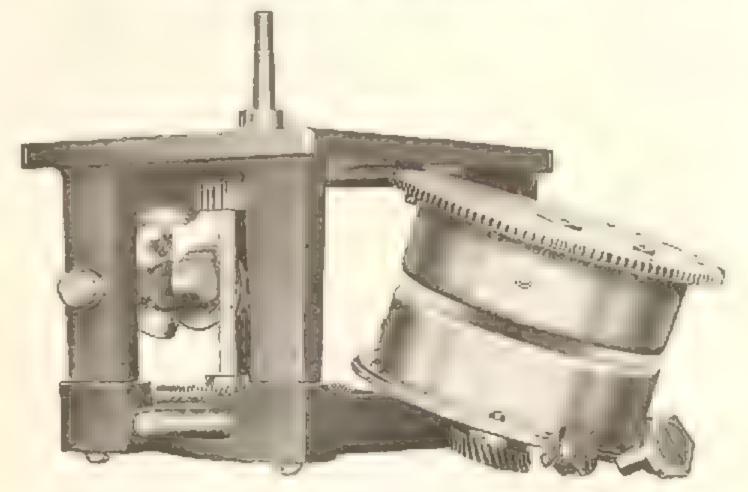
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The Corner Kern De and a second Trans Victor de les seconds seems a second seco

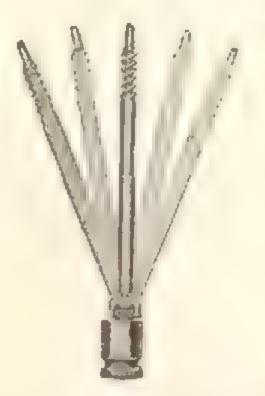
Study the SILENT Motor

 \mathbb{R}^{2} and the experimental problem \mathbb{R}^{2} and \mathbb{R}^{2} and \mathbb{R}^{2} and \mathbb{R}^{2} and \mathbb{R}^{2} and \mathbb{R}^{2} and \mathbb{R}^{2}

Its Advantages for Your Line of Talking
Machines Are Self-Evident



The Silent Motor With Spring Barrels Demounted. Note the Sturdy and Simple Construction.



An Exclusive SILENT MOTOR Feature.

Self aligning governor shaft, mounted on universal ball-andsocket bearing. Eliminates governor trouble forever.

Send for Sample and Prices

THE SILENT MOTOR CORPORATION

CHARLES A. O'MALLEY, President

321-323-325 Dean Street,

BROOKLYN, N. Y.

STRAND ORGANIZATION IS EFFICIENT AND EXPERIENCED

Manufacturers Phonograph Co Has Developed Capable and Aggressive Sales Staff-Strand Representatives Well Equipped to Give Dealers Practical Service

i are and retractive her assure of The is a 's of in J 's Non-facturers in - 1. Now You, and well-I . .' V FSATV - grant and the state of the Indian * 14 7 / 2 1115 DR FGW the state of the second

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Sear, Lang Caridiand and in orthit dester

Walter L. Lahardt, head of the General Radio Corp., Ph. .. Ich has as one of the veterans of the talkace had an trade. A thoroughly spatie and efficient violesale executive, Mr. Fishardt meludes among his faceds pranicall more space of the contributed paintername The manual instrument the detail of in

the leading independent, wholesale distributor on the Pagine Coast, and has built up a successin business, founded on confidence and experiençe.

Arthur C Erisman, head of the Graionola I'm of New England, Boston Mass, dates back his talking marking experience to 1900, and since that time has been an important factor in the New England trade. His recognition of the requirements of New Fingland dealers has enabled him to be the Strate the courted ith out in profession " "exertation it the fillioniation in product

Me to be be celled the control of the at



Some of the Strand Wholesale Representatives

till it be a beginner to place the Structure by treat ranks of the Palad protakta and child

Miller & Train bear of Water & you d to be learned told an abother member the filled a tend of the file of the file. the section His served as

At all, the peaker or 'only time 'executive who, will not a very monem point of years, has spend por beatly his entire business life in the brain, in a bine field. In a particularly in the same Mr. I the last hade remarkable poor to the street of Street dealers in prac-1 - First to not at trade center in his secfirst of the South

As you provided on the Attophone Corp., St. in a col horse on Mo, H S Schiele is alignment with one of the most progressive while the mostly of the adjustry. The Artopriore sales ergineration is an erministastic Strait his sier and this are is not ing taped THE PERSON OF THE STATE OF THE ST attacher to

tion is Singled Silver Bros with headgranters of the Means and covering the imforther State of Netecka Town, Minnesota, North Tak its and South Dakota, was formerly precented with Harari & Dish or Des Moines. and is recognized to a court in territory as are except or as a solide proportable man

Scotter W. Wiers who is associated with Ricken, Sceper & White, of Detroit is a keen adminer of the Second line devicting a considciable part of he time to the development of Strand in smoss in Detroit

(i) O Dorlan, head or the Manufacturers Sile Co . Toronto is another veteran of the product of the industric having been identified with the Columbia or canizat on for many years M. Derian is fan ber with every angle of the turadian trade and through his efforts the Strand har is fast winning the recognition it deserves in Canada

R H Armult who represents the Strand me in New York, one of the most important territories in the ountry, combines an invaluable siles experience with a separat h technical knowledge that a unusual Mr Arnau'r's ex



periode in the idulate date, back some tencears, and doring the past year at his not only developed a splend d Strand business in the territory, but his soon the personal triendship and esteem of the deader recrywhere

H. J. Iver, Strand representative at Dallashas been identified with the phonograph indistry for fifteen years, spending practically all of the tensor of the hole of the control and Sen intesting line, so he is a relief with the resolution line, so he is a relief with the resolution line, so he is a relief with the resolution.

Win tigiden Cardell with Leadynastics of Telea. Okia, has traveled throughout that for titory for one wholesale furniture house for nearly fifteen years. There is hardly a dealer in that territory whom he does not know by his first name and this mendship is reflected in the ever-increasing Strand sales totals throughout Oklahoma

B F Clare head of the Iroquois Sales tomp in Buffalo, is devoting considerable time to the development of Strand activates on the part of New York State. The results of his choris are evidenced in the many new Strand accounts that have been opered recently.

Montreal case of considering with the Casadon phonograph and active to the ferritors of an active as Strand representative in this territors is meeting with splendid species.

I. D. Heater, with headquarters at Pereland, the has established a pricial whole in his needs in the Northwest and is smooth expanding. Mr. Heater is operate up new arrand as counts with regularity if one them executed service and comparison.

eated at Cleve and O. has been identified with the Ohio wieless a talking meal or transition many years, and is generally reconsisted as one of the most indefatigable workers in that territors. He is a great believer in personal contact, visiting the dealers at frequent intervals and keeping in the rough with their requirements.

Ben I brown, animace of the Sterling Roll & Record Co., Uncommand O., is a gradual or the Columbia organization, with which he was identified for fitteen years. Mr. Brown is a capable, experienced sales executive, who reactions as a reaction of the species has organization is at taining.

H. H. Kaliski representate the Second in New Origins, La, and the surrounding term tory, has to be a red to a detacted knowledge or conditions nother South that has enabled him to live the Strand exceptionally fine representation in this respondent section.

OUR INSTRUMENTS IN BIRMINGHAM

American Player-pianos and Talking Machines in High Favor in English City

Washing, N. D. C. December 4 American placer planes and employments held be le book in Birming tays, I well ad, in ording to a repers from Coasid 1.1 legell and are bone it whenever obtainable. While there is hittle ever thre of direct appositation into this prestor. there is considerable lineares carried on with what would appear to be affect of certain Variety him who have some located as Great british. These sustraineds are in year high ment and appeal to a good class market Althoreti the silk of German planes is mereaing this are ison very largely bought from that barret and to a notice town dates. individual compliance with the full requirement. of direct enportation from that country are irk-on e ai d sirobol

DAVIS PHONOGRAPH CO. BUYS FACTORY

can be be the former 11—The Days Phono craph to of this city recently combided are an economic to the prochase of the flace story factors build no at 314-324. West Forty third street, exceed by Harry Diamond. The purchase price is a \$65.600.

OTTO HEINEMAN TO LUROPE

President of General Phono, raph Car, Will Sail December 16-Recensive Research Fin Western Trip-Found Constant, arilled

Condition of the Special Condition of the Spec

Let a the the control of the state of the st

W. PHILLIPS ENDS WESTERN TRIP

President of Wm. Phillips Phono Parts Corp. Finds. Manufacturers. Active—Firm. Starts. Marketing of Two New Tone-arms.

Without Park property to New York has been Park buy, required to New York has been considered to New York the West Alternative New York has been also been propertied to the new Hollings and decreased comments of the new Hollings of the order to the new York has a fact that the

The West Profiles at this time, two new took on the number, at this time, two new took ones, which are varieties of the well-like New Library and 2 to maintaines of the Pulps holder well and 1. Not Lined in the Pirow hold repeat of as I rectorer.

CREATING CONSUMER DEMAND

Encore Record Re-player

THIS ADVT. READ BY OVER



\$15,000 will be spent in advertising to the consumer during the first six months of 1923.

New Models Gold Finished Same Price \$1.00

3,250,000 People

On its first appearance in the SATURDAY EVENING POST and COUNTRY GENTLEMAN issues of December 9th

This is the first of a series of advertisements which will attract customers to your store during 1923. You will have many calls for the

Encore Record Re-player

so be sure to have it in stock.

Besides one on display in your window, or demonstration, will sell it and many more.

PERFECTED BEYOND CRITICISM PRACTICALLY EVERY DEALER IN THE METROPOLITAN DISTRICT SELLS THEM LIBERAL DISCOUNTS

Order direct or from one of the 30 Wholesale Distributors

ZENITH MANUFACTURING CO., 290-292 Chestnut St., NEWARK, N. J.

Manufacturers of the Famous Cirola Portable



A two-fold appeal to good taste

—unusual tonal beauty and faithfulness of reproduction —exquisite cabinet work in popular period styles.

Many successful phonograph merchants have found that the two-fold appeal of the Widdicomb is building them a steadily increasing patronage and prestige among discriminating buyers. If you are genuinely interested in increasing your business among the best class of trade, write us today for complete catalog and full particulars regarding the Widdicomb franchise.



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Jan 196 2 1998 5, J t - 52-0

THE ATTITUDE OF THE DEALER TOWARD ADVERTISING

L. C. Lincoln, Advertising Manager of the Sonora Phonograph Co., Writes a Most Interesting Atticle on a Subject That Is Vital to Progressive Members of the Industry

In a recent issue of the "Sonora Bell," the nonse organ that is published monthly by the ponora Phonograph to, I if I meetin, advertising manager of the company contributes an attribute of the Dealer Towards Advertising." In this article Mr. I meetin static as follows:

"A recent invest zation by the Bure of Dusiness Research of the New York University on the attitude of the retailer toward the mainth timer's advertising brought out some very interesting prormation. Must of this was not enknown to the Somma Advertison, Department neverthiless it is a good thing to have out's opening, which nativally are based on past experience corroborated by others contilly executed.

"Few merchands probably realize that the advertising departments of manual force are always interested and desizons of receiving their opinions and views. Inch preparate so deas could not, of course, he got into a to I positive, but those of the greater raunber are prearable used when contributed. The sembar of question ares to merchants is not always early a tory because merchants frequently have personal to sers for not wishing to prosent certain information to manufacturers. It is for the reason that the New York University back and Busine's Research sent out questions in three to the constacturers themselves a the hope that come of them had made per or 1 may tir times on the subject and by earliering in a subsice reports as possible valuable incorrection would be as quired

"A rooding to the 219 prominent manufacturers reporting on the side of the dealers preference for the media used by nor its turers is in the order following. (b) Italy rewspapers (2) Sunday newspapers, (3) Weildy magazines (4) Monthly magazines, (5) Women's researines, (6) Car card., (7) Outdoor stans, (8) Direct mail. This is not about the way the Sonoral advertising department decaded a year and and its 1922 advertising was planned accordingly.

"Sonora general publicity orientally was through weekly and monthly manazines, outdoor signs and a small showing in the newspassers. Changing conditions however, have assed changed opinions and during 1922 the mater proportion of Sonora publicity has been directed into the newspapers. Outdoor advertising is still used extensively, but is gradually passing out in favor of newspapers.

This investigation also brought out that only 25 per cent of the dealers are keenly interested in the manufacturers' advertising, 30 per cent mildly, 20 per cent not interested and 5 per cent antagom-tie. It is encouraging to note, however, that more than 66 per cent stated that the interest in the manufacturers, advertising is increasing.

"I do not believe that these percentages would apply to the phonograph trade as I ful to see such a lack of interest by dealers in the advirtising of a manufacturer of any but the most unlicard-of makes of phonographs. Some make

the very best possible use of the catalogs, lithographs, signs, electros, etc., sent to them, but there are others who do not even open the wrappers of the material they receive and it lies around until a general house but his occurs. Even a small proportion of drabers making no use of advertising material sent to them reacts unrayorably on all other dealers the pubbe and the maintasturer.

"These dealers usually behave that the 1st and display of advertising material does not as-asthere it making siles. Some francitie as a ten beille else dichore prix the opinion bet actions speak londer than words. Waste to some kinds of adversis up as impossible to over come, but unless the advertisers, many of whom a c experienced in spending millions of dollarannually, are all wrong and the dealer who do not believe in advertising are night, then uch dealers should at least make proper use et all available dealer helps. And it is a selfexident fact that the non-who spends cast some of money for advertising year after your more likely to know why he is doing it than the man scho not only will spend nothing, but remses to make use of advertising material supplied free or charge.

"Fractically all advertising appropriations are actioned upon a contain respection of the sales and is advertisant material costs money—come of timely more wast in advertising to the influence its proportion of sales, adds to the cost of the product. In other words, productive advertising prevents lower prices but wasternly advertising prevents lower prices and often tails to prevent increased prices."

CORLEY CO. SUFFERS FIRE LOSS

About \$150,000 Damage Done to Company's Stock and Building in Richmond by Fire Which Starts in Basement—Temporary Quarters Secured by Company to Handle Business

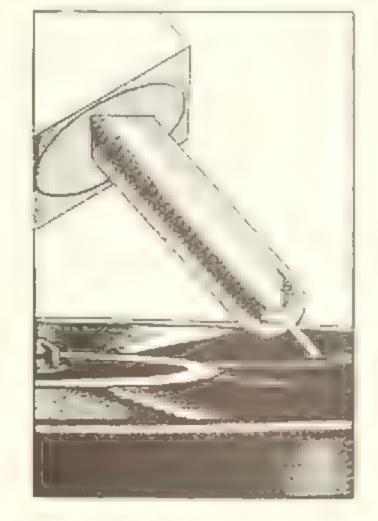
RICHMOND, VA, December to the Corley Co., Inc., prominent plano and miss purchant of this city and also Victor talking machine wholesaich for this district, suffered a loss estimated at \$150,000 as a result of a fire which broke out in the basement of the company's building at 213 host Broad select men late last month and completely destroyed approximately 200,000 records, together with other stock in the basement, as well as causing considerable loss through smoke and water to goods on the upper floors.

The fire gave the firemen a stubborn fight, practically all the apparatus in the city being called to the scene, and although the flames acre confined to the basement of the Corley building, it was nearly four hours before the blaze was under control. The store runs from Proad to Grace street and the length of the basement proved a bandwap in getting at the flames, which preads retailed chargest operations by the forence.

According to officers of the company, about twenty rare violins, several of their worth close to \$1,500, were destroyed in the fire

The Corley Co. immediately opened a temporary office at Third and Grace streets, to be occupied until such time as the burned structure can be repaired. Additional stock was ordered from manufacturers and it is hoped that there will be little interruption of business as a result of the fire. A temporary store has also been opened to take care of the new stock as it arrives and business is heing continued as heretofore.

The officers of the Corley Co. are John G. Corley, president; Frank W. Corley, vice-president and general manager; Horace C. Lukhart, secretary, and G. William Greener, treasurer and assistant general manager.



Now for 1923 Profits With



Semi-Permanent

NEEDLES

Sonora Semi-permanent needles, well displayed, sell themselves. Not to have them on hand is to miss an unsolicited sale and many a good aggregate profit every month.

For dancing with the record-repeater, Sonora semipermanent needles are a necessity. For all kinds of playing they are a saving in money, time and recordlife

It takes but a moment to show why these needles, with the long, uniform point, do not injure and score the record grooves as the ordinary tapeced needle does,

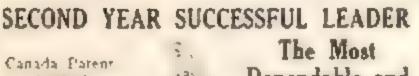
Start the year right, with every advantage. Stock and display. Sonoral semi-permanent needles.

Sonora Phonograph Company, Inc.

GEORGE E BEIGHISON

279 Broadway New York

Sonora Phonograph, Ltd., Toronto





The Most
Dependable and
Inexpensive
Lid Support
on the Market

The bottomplate is conmented of one piece
of metal and it works
submatically perfect.
No party to an out of
order. The hinger are
made in two styles—
Samples on request,

STAR MACHINE & NOVELTY CO.

ILL STREET BLOOMFIELD, N.
G. L. LAING CO., Canadian Distributor
41 Richmond St., East, Toronto, Ont.

Attentiona Com Rom Perdudiday Letharus Cansed by Mild Il cather - Lemman' Princeth Inneressary - Letter Sale, School

S. J. S. D. Levier to The Christings and talking to all the open as called sist to or a bigger part of to explore the commend to a proper to the one of the refer production of the A to the soul of the following the second th at a tell to the tell that has · tope of the contract the first beautiful advertise to which a secreptors to the stones of backbally it - a fit by the best of wheet He had tour iller, reserve, a number of the per habite to be had one for summer at the to be as it as the sale of the Ideal Witt Steperter

Special seres approved to the openting the leader can be can be taken a marine ... to here the cut of other the of the futes in its involvemental cost, and amplifice States much be some to do decomposited at 1 . 10% PII -

the new 1 D. Mire Pex et Trorlicht Unniker, at 415 North Sixil street, featured britishing, in its fast that thus announce be a pathy at and provide Year, Colomali ata. Cambridge

Sonora Line for Acolian Co.

The Aculan to a Messeum recently took on the Sounda for the action to ell the Somera with the Acohan Veralion I I Maunder munique et the St. Louis office of the C D South thus, to, of St Joseph, Mo, a stributor or the Smora lim in 11 s station of the country, exceed the deal with Mr. Christee Mr. Mareder reports having openal six Source har as a treath of St Louis in 1922. The Senior dealers in this section are all having a circ later value or Sonora he runners. Mr. Maribier per richtly reerred tree a try to the western part of the State and report a view natio volume of Ditt 4 tot e 4 4

Lehman's Golden Anniversary

The Let man Mar a thouse, 509 Colling valle a relate that I had a what was releasing reedeled and equipped with rew talking ma-Time heatty has the last top lineling to had a formal regions, in the week in No.

vember which was also made the artistic and a servery of the tetatiling of the business or rap-tac Leanan haber of Irid Leansa prescell acad or the Eister, and also or Pla. Learnanliens of the kelment Poster Co., St. Lug-Numerous telling addition management for a and from the factor or offended

Varidersourt's auditorant, was monded to to monthly appearance of bene Redeniels. orenestra, consident with the December release of Britiswick records. The new position 'Homesnik, was teatured

The only thing that incl. Gold, manager of the retail department of the Silver time Missi to, complains about in the allocate of Box Lines. At arst it was only copie by, bit few it has jet down to the thelet marlitte ande, \$200 is price. It has come to such a par "on" or peeds mails everything. Our tevens a they Voyember was a balder mobile at Silverstate One saleman ingled by previous record and the rise did almost as well. And Discribin started of well.

11 A Resmilds, who travels for the Seven stone Misse Co in Librors and Kentasky, by commed from a three months trip on which he opened eight new accounts in addition to making good sales to his old customers

An Attractive Edison Shop

It is the talk in somhern Illino's and over in Kentucky that the Edison Shop of Wahl & son at Paducah, Ky, is about the act word in nittiness, as talking machine shops are the booths are built in bungalow tashion.

The Silverstone Music Co has taken on two add tional outside salesinen. Oaser Scott and W B Unodenough, who have not before been in this line of business.

Mr. Montgomery, of the Chango office of the Unit Construction Co, was here in the carlpart of December

Doing Well With Radio

The frame of the Kieselhorst Piano Coradio exhibit at the better Homes Show at the refreeze was a Zembi set of gold and glass which revealed its miner working. It was sir rounded by a crowd all the time I A Kieser hore, president of the company, say ratho-

Sailes are runtume over from the tacking machine sales Pri tron \$240 to \$1,000 and not a new terminate The winds, of the tidking machine departmart of the P. A. Star a lease to, Chicago, who had been here to a couple of weeks, left or home the first week in December

Manager Hosar, of the Scruggs, Vandercourt & Barney fulling machine department, says the Christmas business is getting a later fast this year than in a but he expects it to make up for 'est large

Thomas Hu seltor, V ctor factory representative, was here for in to than a week in late Notember and early Detember

Victor Salesmanship Class a Success

The resteer to Victor said-manship class held by first beland under the auspices of the Robert ce-Presidence Co., I. education loved and everyone is saving that it is the biggest thing that has ever happened to be for people of St. Lotte, and the new projection of ound it impos while to leave their borriess at this time of the ear are daily receiving such cathasiastic reparts of the conference that they are hoping for another one some time

The state of construction and disposessome time to a to a post burne held in the Claride Hele. On Monday night a large part of the class afferded the Feralthne Farrar concert at the Odeen Heatre

On Tuesday might the class and St Louis I cont dealers and sale-people were guests of the Shortas Bros., managers of the New Grand entral Theatre, to hear the Benson Orchestra

Members of the Victor Light met members of the class during the moon hour Wednesday and antographed records for them. At night the class afterded the concert given by them and had the pleasure or meet ng them during Hatemanich

The conference closed with a dinner-dance given by Kourber-Brenner to to the members of the case in the ballroom of the Claridge Hotel Re barry and his Binson Orchestra gave a half-hour program during the dinner Later Mr. Delano, to the delight of all, was prevailed upon to sing. His selections were "Mandala, and Banjo Song," Miss Blanche Rosehrugh accompanying. Mr. Delano was tollewed by the Lentel Mr. Husselton, who sangseveral aim back

For discour during the evening, Roy Saner and his Victor Garden Orchestra played. Mr. Saler - a Victor dealer from Commisville. The for owing prode attended. The Rue Hus-elton, R. K. Plandenberger, H. C. Lauth, Miss. G Arry, J Martin Mass E Heumann, Miss Margaret Luthe, Fred C. Lehman, N Corea, W. D. W. ley, M. of Cartha Hopkins, Miss Grace Micros Mr. Gertrude Guidding, Leonard Truesdale, i. F. R. cc., W. G. Bicket, L. F. Par. 1.-5, I. W. Stran R. ! Smith, A. Klocke, Geo. hearn, Mass Icose Suma, W. H. Crawford, B V v. samar A W Hower, F (Rauth, F. I. Norces, J. E. Muetten, Tom Cummur-, E.A. Kies Berry Mrs. Goodie Lores, Mrss Rath Cark, Mess Carisho Roschrossi, Mrs. Ione Manyar, J. N. Meyer, M. S. Kathera e. Murphy Win Salvert Steve Parada, Wine J. Scally H J Pv. J Glaser Mess Marion Bort, Will-Pays, H L. Lancer Cond Portl W A Loud, Mrs. Crieste Turner, Mrs. Beatrice Sover, Wm Parks Is, H R Gotte A Criss mer A come on Mrs. H. Harrield Miss I have been bloken

CLOSING A SATISFACTORY YEAR

An year I wenty two was a bir year fer the sile of K. P. agent to Proper St. bol. Tey sor it is product of the Kirking In the rise Corp. New York Fite. "I be deread for K is an Species near exercis was a of the thin a 1921 beauties is out and good of not only a or the steps specific in additional the before that He can be ready a midest today exem a messa na 123 - 41

A reliable combination-El Records

and Independent Service

The Records of Quality

You can always rely upon Okeh Records for early releases on all the popular song and dance lists, and a well balanced monthly releases to seil as fast as they are released, to make satistical triendly abstances

You can rely spen Independent between to be operating at its best, for your interests at all times, to have on hand continually a complete line of Oken Records, to be able to fill your most argent wants muachately

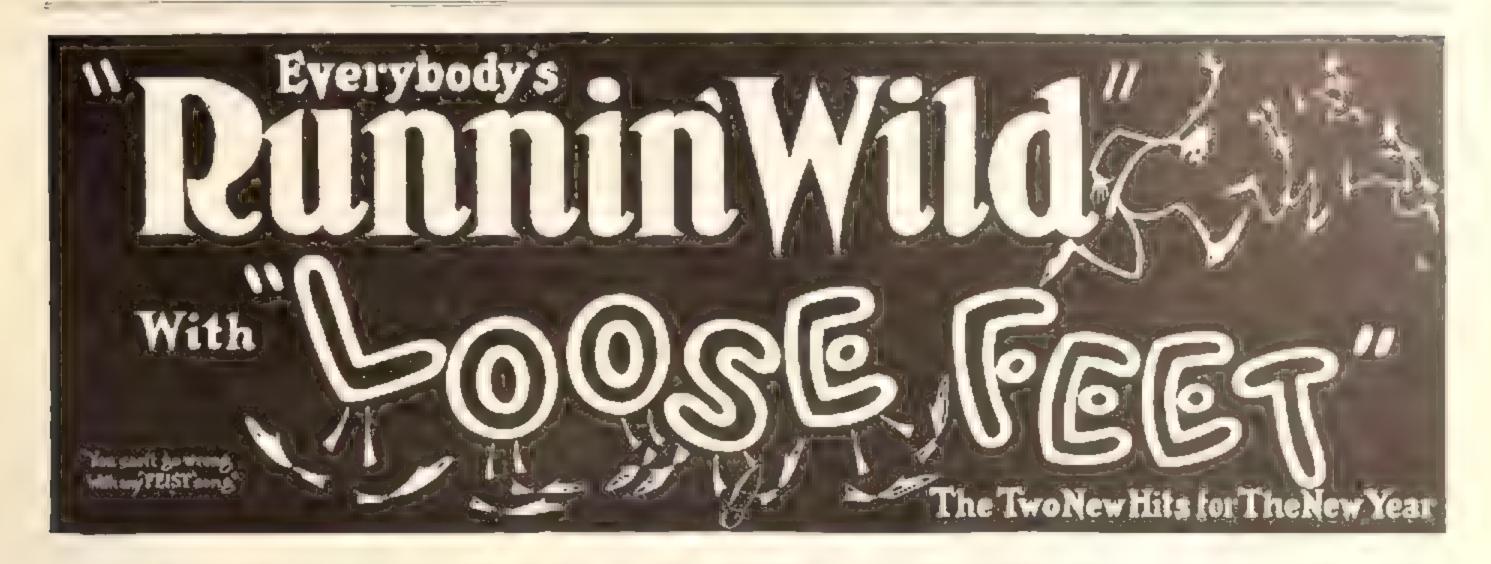
If you are not a ready an Obeh dealer it will pay you to invest gate our unique sales plan-

INDEPENDENT JOBBING COMPANY

· CONTROL OF THE TAX AND TAX AND TAX AND THE TAX AND T

122 East Centre Street, N

GOLDSBORO, N. C.



CELEBRATE ANNIVERSARY OF AEOLIAN CO. PRESIDENT

Henry B Tremaine, Honored by Aeohan Co. Representatives Throughout the World on Twenty-fifth Anniversary of His Assumption of the Presidency of That Company

Parti, the work of Novinber Maro 2 of Chester the Arole is to end it represents to Particular to word particular the continuous to word particular the continuous to brain of the facility 10th and are a continuous to the research of Brut 2 from the continuous of the Archan to direct the particular to the Archan to direct the particular to the Archan to direct the particular to the Archan to the continuous of the continuous of the Archan to the continuous of the continuou

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Columbia A-2 Grafonola and The Long Console

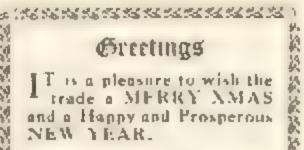




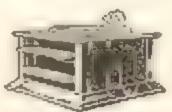
Here is you chance Mr. Dealer to east in again on all the Cohemba. A 2 Mode to a rollar that you have sold. Every owner can make a back-one of the out of his 3-2 Grades by an authority with one of these Long Console Chances.

The AP Circles of slips contribute one comparts and of the Circles of the contribute of the property of the contribute o





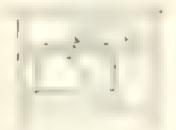
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Columbia A-2 Grafonola









The Geo. A. Long Cabinet Co. HANOVER, PA.



The "Cielo e Mar," from the opera La Gioconda, is the finest of all Ponchielli's beautiful arias. In the long curving phrases of this rapturous song of moonlight and love Puccini, the pupil of Ponchielli, found the Inspiration for his greatest work.

Charles Hackett's singing of this famous aria makes the most delightful record of this selection ever produced. 98040 in the December list.

> Columbia Graphophone Co. NEW YORK

COURT DISMISSES COUNTER-CLAIM

Interesting Decision Handeil Down in Repeater Laugation-Arguments on Original Suit to Be Heard Shoully in U. S. District Court

of Kill in the belief the or the 1 - (1) State the control loss bound العالجة ما المنظل الحالد في دورال Whileh to combite, in the second file mand & the residence W. Met Memore committee to the contribution of the section The little and My Said Blod progress as randon, according in Edains co. 1915 the Zouch Marine to, a New al, or the regards that the company has been said the entire and reporter that had an wer the Zenith Mr. to agent and but the Walby Mr. co mathe Could Ser Ce, indiathere that all Gold Scale repeaters, some me strong the buseous plants sin the Zengt M , so owerd la tardir, down in decime distante de purportante ledge

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SETS PACE IN GRAFONOLA SALES

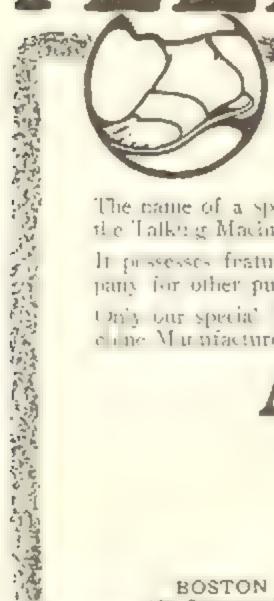
HAPMER BY Drienther H .- Twenty cight Columbia Gramotolas sold e A day is the recand established by W. L. & McDaniel, manar of the targendar acresses of M ser Kades, exclusive Columbia dealer, of this city two canvarrats, one chorrald two trucks are the accidences used to being about this most excellent record. Community outs of twenty the members in surround to elementies are cormed, meaning the sale of tweets-five true din the the per per general trees

LUDWIG BAUMANN & CO.'S NEW HOME

Prominent New York Furniture House Has Elaborate Talking Machine Department on First Floor of New Building

they have by the war of the largest s at brentere here, in New York Life, have ust moved into their new building which has just been completed at 500 Fighth avenue, This company has carried on a talking machine busine-s in compaction with their furniture business for some years past, and has been year secressed, represally with the sales or ligher priced achies. The department has been green a very descrable location on the first floor of the new store where modern equipment has been installed, include a twelve booths for the hearing of records, as well as a modern counter and record racks. This construction was installed by the Unit Construction Co., well known in the fallow, ractime trade for its easilitions. Heary conn. who supervises the , the tile of this depositional, is very collous astic about pro pects for future talking machine Interpress, and predicts a continued growth of this business that will more than warrant the expend thre catasted in giving the talking ma-Time department this new equipment and such a desuable location in the store

He are prepared as never before to give prompt delivery.



Turntable Felt

The name of a special product made by the American Felt Company for the Talking Machine Trade

It prosesses features which distinguish it from Felts made by this company for other purposes.

Unity our special Lurntable Felt is good enough for leading Talking Macome Machiners, who use it exclusively.

American Felt Company

BOSTON 100 Summer St

NEW YORK 114 East 13th St.

CHICAGO 325 So. Market St.

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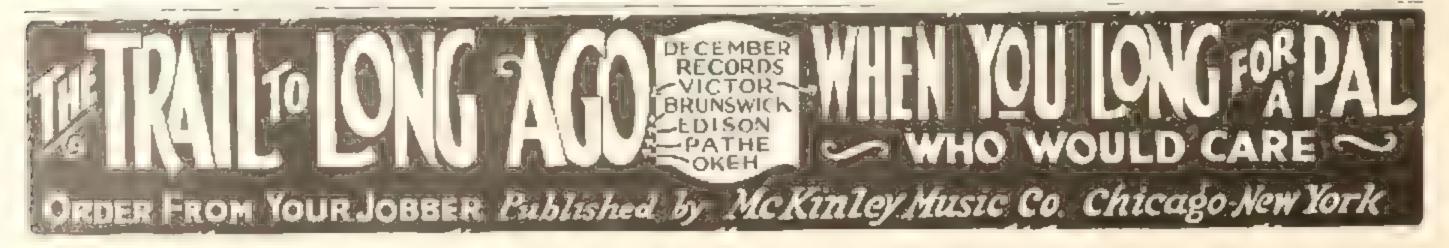
NEW FACTORY IN INDIANAPOLIS

International Dayton Products Co. Opens Branch in That City for Manufacture of Organola-Instrument Hax Unusual Features

Inpresented by December 9 -- The International Dayton Products Co. of Dayton, O. has opened a factory branch in this city. The of tails are in the Occidental Building N J Matheny, of Dayton, is in charge as manager The branch selling organization is known as the Indianapolis Organoli to

the basson company has been manufacturme and selling the Organish for some firms past, according to Mr. Matheny. The instrument is sold as a modulation of the talking machine, the teature or the construction being twenty-seven filter organ pipes arranged to hive octaves

In the Organola the tone arm, are ar to the tone arm of other recording instruments, contert was a sound comber in which Mr Mathere explains, the sound waves are distelli-2.2 in misoria con coully to the organ 7116





IMPORTANT RADIO PATENT SUITS

Radio Corporation Files Suit on Vacuum Tube Patents—Action to Be Tried Early in Year —Outcome of Interest to Industry

A patent action of considerable problem to the radio industry has been trate to a the United States District Court, Southern Description New York, by the Radio Corporation of America, against A. H. Grebe & Colleged the Ethinoch Colleges intringenients of fixes a department of all operations of the companies of the Southern Properties.

I'm first of two sents instituted in any the typebe and I'm in a companies involves the two DeForest patents, \$11,587 and \$79.50. The former patents and the vacuum type as a smalled audien amphibier and the after cover the well-longwin and a structure on the modern are had on three element vacuum type. The two Desthe modern disportant of the two. The two Destine modern disportant of the two.

horest patients were transferred to the American Telephone and American agreements with the right to succincide their specific successful successf

An interestic faction of the silvation of the level by the action of the Action of the seven that the tensors one in characteristic faces. The employ and the tensors and at the tensors to those over the American Manufacturials volume over the American patent they did so so cot to the factors and a committee internal of the American action of the American action of the American action of the factors action of the factors action on the American action of the solution of the American action of the solution o

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NEW MANAGER OF WIDENER'S, INC.

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The Gent Director of More, Wisconstant of the Iran according to the Court of the Co

HAVE YOU THOUGHT

That it is absolutely impossible to secure real satisfaction from your Talking Machine unless you use a Good Needle? Why not then secure only the best and

Always Insist on Getting

DE LUXE NEEDLES

Sample Needles Gladly Furnished

DUO-JONE COMPANY, INCORPORATED

Sole Manufacturers of De Luxe Needles
ANSONIA, CONN.

PLAYS 100-200 RECORDS

Three for 30 cents (40 cents in Canada)



Medium Tone





CLOSES LARGE RADIO BUSINESS

i. I. Bucher, Sales Manager of Radio Corpotation of America, Books Large Orders--Jobbers and Dealers Keenly Interested in Sales Possibilities of Radio—Lyon & Healy Closing an Excellent RCA Pre-holiday Business

F. F. Priber on manager of the Radio part of the first of the Arms of the Arms

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BIG DEMAND FOR "TALKER" TOYS

National Co Enjoys Exceptional Demand for Novelties During Year

we be the bear it the National the material of the last the last has and by the control of the A Ready red it and the reason of it the com bly W of the second second to World We to be a bound the serve has never e con the property of the and the parties of the control of the three to be and an I'll bushauss () [] () [()] () as and price to all the and time the sale: er I Kisti - I cook have been increased and an electric and the expendances in in the second of the property of the party o and have a fact processful advance, their extinuity there is prosper to instore for everyner dum a the cases, and

A. E. SATHERLEY IN NEW POST

Appointed Manager of New York Recording Laboratories in Gotham - Succeeds A. J. Baum-Has Had Wide Experience

The second secon

Merchanter of the solution of

DOING EDUCATIONAL WORK

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PHONOGRAPH DE LUXE

The instrument of incomparable tone that plays any record better than you have ever heard it played before

Complete line of table, upright and console models.

Prices to the Trade Range from

\$8.50 to \$125.00

Dealers write us. The Regions now in homes are making lots of

thends pectre come in the Reputas now in nomes are making fors of thends pectre come in the fask for them. Witch us increase our sales than in on the Reginal how is the time. Also Reginal Music Boxes

Tash in on the Reims now is the time. Also Regma Music Boxes in or without phono attachment.

Remaille Saphores and Marin Amor asstrons

Regina time discs and parts for any instrument ever manufactured by the Resma Civ

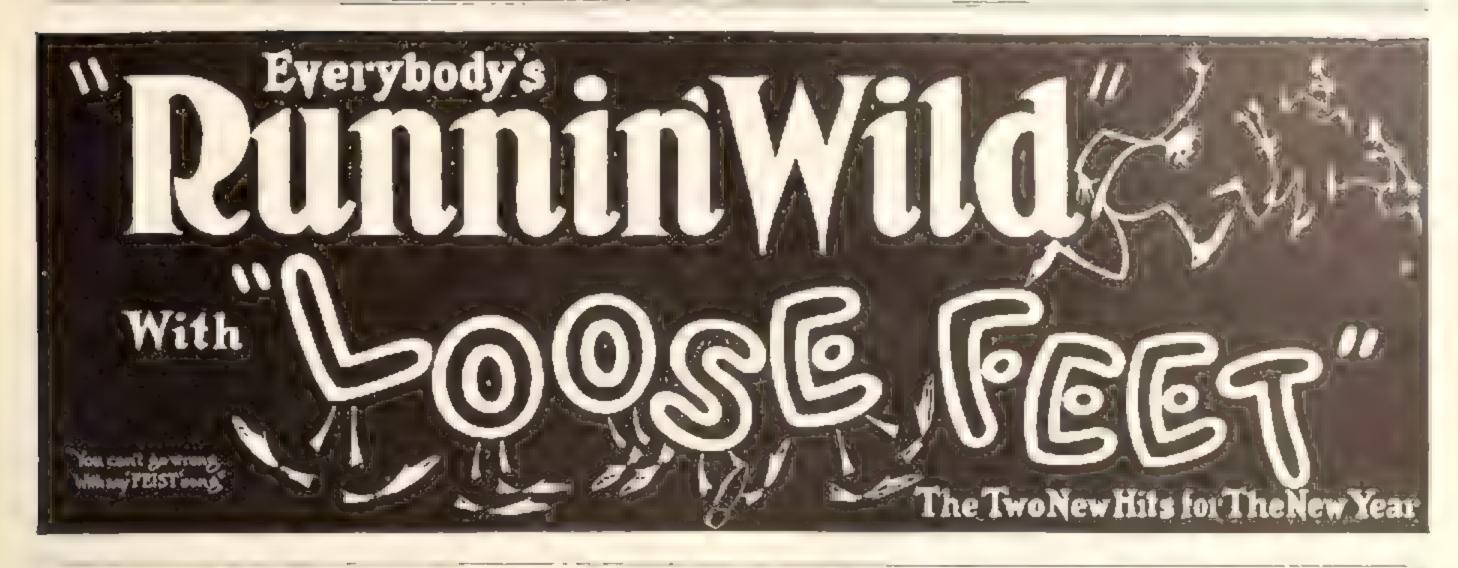
Send for particulars on territory arrangements.

MUSICAL INSTRUMENT SPECIALTY CO.

Manufacturers

RAHWAY

NEW JERSEY



PORTLAND

Many Changes in Trade Hold Edwar Tone Test-Start Co. Moses Offices - Seiberhaa & Lucas to More Other Trade Astrines

PORTLAND, Use, December 8. The fast I disontone test of the season was held recently in the Manuspal Audatorium when the Dairy Trioand Harvey Hindurgoer, tenor, score presented under the auspaces of the Reed French Piano. to or the city. The arrest presented a very interesting program that served to demonstrate most impressively the reproducing qualities of the ladison to an orthusiastic audience.

Barry Marshall, district manager for Ore, on of the fidence, company entertanced with a dinper for the arbits during their visit, miviling all Porthaul Edison dealers to meet them,

The Starr Pixno Co has novel its obees and warerooms from Q0 Balo, Vel all Building to 22 North Lenth Street, near Burnside Charles boule, wholesale representative, saver "We made the move primarily to have a more convenient location for our shipping purposes and to be in a more accessible foral on for myr dealers. Our morous sire or and in our new location on the noun floor we are able to make a shipment at any hour of the day, where before we were at the meres of the chrater man supplied by the building, who did not work after hours under any circumstances" Mr. Some autounces good business in Starr phonoexaples and says the Gennett record business is going ahead by "leaps and bounds"

The Schorling & Engas Music Co., for the past the lit years at 125 Fourth Street, will move on the first of the year to 151 Fourth street, where they have secured a fen visit lease on the fourstory breenfield Building normerly occupied by the Graves Music to The building is rein

1415 Tout, Tout. Toutsie (Fox 110") .

torcid concrete and will be remodeled and made modern an every way to suit the needs or the music conspans, who expert to have the too of the transfer outplets made here a the CIUS

Ernest State, formerly with the Wyck of Vernerder Co, or Passdena, Cal. has been added to the sales force of the Meier & brank pleno_* the department

How to keep playseally at his the use of the phone rash was demonstrated in a splenthe way to that here theshar "charagoon" beatty troud sales and on the photograph dispartniers of Meier & Frank Un. Miss Chesley and a corps of afterency and athlete assistants recently held full sway in one of the masarwindows on Sixth strict your, through all the exercises to the Strains of the Wallace reducing records, all conveniend to keep one "voming," 'slender' and 'beamont' Pacards amount ing the binets to be discollation, such exercises were displayed and interested crowds were matendance all designations these agracines, healthy-looking madens

M. Davis, district manager of the Britishicks Balke-Collember Co., has been so husy keeping up with he out of town business and supplying orders of his Portland deilers that he is harder to get in touch with than the Pic-ident of the United States However, Brunswick dealers in the city, siz, W ky B. Allen, Edwards Eurmture Co., Powers Furniture to, and others, all report excellent business and say the new model. "York" :4 a 'knockout

G. F. Johnson, or the G. F. Johnson Piano

Co. reputs ex Here Shepe in the Operation phonograph. Mr. John en report, elegier sales for Christings on a good and and rates that a record was be set by the end of the mouth

Arthur Stem, manager of the Verrela depart ment of Sherman, they & to reports Novem but ourness her beyond list you end he care the December sees will be far in exect of business done during the holiday scason or last year. Vancouver Barracks were pron-lad last month with two beautiful cleare Victorias 300, by the department, one in the headquarters compary and one to you park (S bon) marchis have also cone strong during last month, according to Mr. Stein, who says that the Min ic Week activities and the coming ninsic memory contest are partly responsible for the added interest

"Everything in Talking Machines" is the morto of the Hyalf Lalking Machine Co, dealers in Brunswick, Columbia, Victor and Edison phonographs, and from reports received business in all lines is more than good and getting better all the time

E. B. Hyatt, president of the Oregon Music Dealers. Association, extended an tarious to ifeaters of the Association and their regulas to affend a days to be yen been been be-

Ebner Hunt, wholesale manager of Sherman, Clas & Lo, and others the change of the Vistor account from the Onl Prus Co. of Astoria. stre, John T. Ray, propositor, to the Astoria Drag Co., Inc., consisting of P. Lin'sen, G. A. Hellberg and 1 Ct Brief, who bought out the uterest of Mr. Rev. who could

A complete music store is he as installed at Ellarouk, Ore, b. U. Berr, who will stry the Victor line

H I. Stoner, who for the past scar has been connected with the Gr. E. Johnson, Pano Co., has gone to San Francisco and joined the forces of Kohler & Chase

OLYMPIC RECORDS

Latest Popular Hits

10 Inch Double Disc LIST PRICE 50 CENTS

DANCE ... Broadway Melady Makers Combella G'exatroti . . . 1410/ I Wish I Could Shimmy Calke My State: Kate) (Fox traff) Southern Flo. Sucz (Fox-fixit) . Brother is Melody Mobile 1411 Carolina in the Morning (firs-16st), Broadway Melady Makers 1412 Cook a Dunille Don (Fax-trot) Notedly Superpoters To-marrow (Fox-104), Vac 1 (Borns - Novelly Synospitete Bronger is Metal's Mekel's Homesick (Pex (rot)) Broadway Mckels Makers Losin' Sam (Pox-trof) 1811 On Gave Me Your Reart Chay-tioth You'l Chorus Novelty Symoneters Your Down Smith (Fox 2000) . Meledy Times Physics

POPULAR VOCAL RECORDS

Three o't lock in the Morning (Tena) Solot, Orde Vec-Joe & Dorden Lankee Doudle Blues (Tenor Sales, 119 h. Acc. (Nelly helly, I have You (Telest Solot, Orela Acc.) 1511; All Over Nothing at All (Tenor Sed of Olyll, Ac-

Who It Take My Place When J in Come? Clickor Solo). - 이런 그 집안 Lick Duto 1312 Homestek (Tener Solo) Orth Ac-Bentis Trivic and the Indicate syncopales.

CHRISTMAS RECORD

Banny fover on the Inches Synopotes

A VISIT From St. Nicholas (Christian) Sheet Cor-Victor Physician Chietehl Santa Chies in the Talking Machine Christian story for Challient . . . 20 20 1 10 20



Complete catalogue of Aperatic, Standard, Dostramental Records on request

FLETCHER RECORD COMPANY, Inc., 156 Meadow Street,

Melesty Dance Phases



OKEH JOBBER DOUBLES SPACE

New York Okeh Wholesaler Leases Additional Floor Space Sales Steadily Increasing—Plan Increased Service During New Year

In order to untile is lest reach, in the New York winds are discounted the near of the General Phones as he carry distribution of the feeting the feeting of the second floor of the harding at a self-reach trial reach the second floor of the harding at a self-reach trial reach and the second of the main those in a self-reach and reach the main those in a self-reach and reach and the second of the order than the second of the order trial with court of the fride with court of the finds with court of the dwarf of the order of the order

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WEYMANN & SON SUFFER FIRE LOSS

remarks Sent for A conscional for the Armondan Sent for A conscional for the Armondan Sent for the Armondan Se

BUSINESS TO BE A THIRD BETTER

Talking Machine Business May Be Expected to Register a Substantial Gain in 1923, Says Ralph L. Freeman, Director of Distribution, Victor Talking Machine Co.

Rich I Treemin Daritor of Distribusion of the Victor I Bare Machine Co., said when interviewed by the World

On our adustry of 1922 h. Sich the zin



Ralph L. Freeman

tial ingressioners in fundamental conditions. In the tribe itself the liquidation of inventories of each that ould not stand the strain of a conspetitive market, the correction of past mistakes in busing, the bacanong of stocks and the climmation of irresponsible magnifecturers mark mile posts on the road of progress

Onditions will be a full third better than in 1922, that the talking eachine business will be linger in at least that degree and that standard trade marked products will enjoy the preference that merit. Our production schedules up to May already in our factories are based on this expectation.

We be conflicted fready is a policiable language admind asyoning records of selections of a higher class than those that had such a custocrable vocate in the recent past and that the promises of the relating of next years upon.

PAUL WHITEMAN OPENS TRIANON

Paul Whiteman and His Orchestra Open Tuanon and Are Paid \$25 000 for One Week

that we lift, December 11 = Chicago, for the first that in its musical history, harned one is nessed during the work of December 4 to we can elasty interest organization. The we come was for none other than Perl Witter or and his organization with the entry of the played one work at the played one work at the real Praction ball room.

Pan Winternan and his orclastra, as every one knows, are exclusive Victor artists and for the works, showing the organization was paid \$25,000. This amount poes on record as being the lines. Since or hestra

Those and so people who have visited the line on done 2 Mr. Whiteran's stay here are



New York's Newest and Most Exclusive Rendezvous

Holiday Greetings to Columbia Dealers

from the

PAUL SPECHT ORCHESTRAS

Offices: 1591 Broadway, New York

Phone: Bryant 3815



Rhythmic Symphonic Syncopation All Over the World for Keith Vaudeville— In the Finest Hotels, Cafes, Clubs and Ball Rooms—

For Columbia Records in America and England

With Buescher Instruments.

QUALITY SERVICE—GENTLEMEN

now in a position to appreciate what a truly great organization he conducts. They are also in a position to appreciate how faithfully his records portray his art

The Irianon is said to be the most beautiful ballroom in the world and cost more than a milhon dollars to erect, the best architectural and devorative thoughts in the country being dratted for its construction. On the night of its formal opening Chicago's society danced for charity and the occasion was known as the "Bal Fantastique". It was given for the benefit of the Illinois Home and Aid Society and the entire building, its operating forces and orchestra were donated to the cause.

On the occasion of Paul Whiteman's appearance here Ferdmand A Bucscher designed, made and fitted out completely the entire orchestra with a set of Buescher gold instruments said to cost about \$10,000.

BUSINESS WILL COME TO WORKERS

Geo. W. Hopkins, Vice-president and General Sales Manager of Columbia Graphophone Co., Tells Why Next Year's Prospects Are Bright-Stresses Salesmanship

In discussing the developments of the year in the talking machine trade and the prospects



George W. Hopkins

for business for the coming year George W. Hopkins, vice-president and general sales in anager of the Columbia Graphophope Co., said to The World.

't limination of nondescript phonographs, which, like the mule, have no pride of ancestry or hope of pusterity, means increasing business for those manufacturers who are building the industry.

Business will come, however, only to those who will work,

"Storekeepers will take a back scat for merchandisers or salesmen out of retail stores

"The go-getter type of merchant will find 1923 a happy and prosperous year.

"Quality merchandise will win the husmess of backed by an aggressive sales policy

"The salesman who will be welcome in your store will be the man who conveys, not distlay knowledge. At 12.01 o'Gork Jamary 1, 1923, we will be ready to go."

OKEH BETROTHALS NUMEROUS

There has been an epidemic of betrothals this week at the executive offices of the General Phonograph Corp., 25 West Forty-fifth street. Among the young ladies who are wearing hand some diamond rings are Miss Elsa Schumacker, secretary to W. G. Filgrin, treasurer of the company, and Miss Beatrice Demholf, of the billing department. Miss Schumacker is the "veteran" of the secretarial and clerical force at the General Phonograph Corp's executive offices, as the has been identified with the company since its unception.

TWO OKEH DINNERS TO STAFFS

Otto Heineman Host to Members of Executive Staff-Employes of Offices Dined

One Herichan, prisident of the General Phonograph Corp. was the hock at a diametrizate to the numbers of the Country staff at his honar in the Hotel Maje tre on Tue described at the executives and leads of the departments at the executive office, to other with the executives in the resonant document the distribution, division was present, and Millerin man, as usual was a first particle.

On Thursday commander the other had at the employer of the executive office, recentive division, distributive division. Nexask factory, together what a of the executive, were the greats of the company as a dunier and dance given as the 'Ma sonette on West Forty fifth street. This was the usual Christines parts given by the company multiple year it was held somewhat earlier exercise the tast that Mr. Hememan sails for Europe on Saturday.

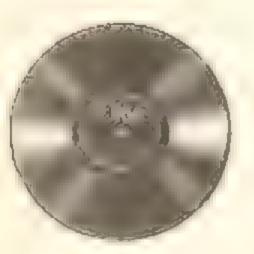
DEATH OF JOHN WANAMAKER

Famous Merchant Prince Des at Age of Eighty rout—World Renewhed at Merchandising Wishid—Parkag Deeply Registred

The Manner Letter of the Manner Land Manne

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OKEL



Records

Get on the Okeh Band Wagon

There is still time to cash in on the tremendous demand for Okeh records, and thereby roll up a big holiday business.

Our prompt service on shipments will be maintained right up to the last minute.

Dealers everywhere are cashing in now. You ought to get your share of the extra profits there are in supplying your trade with Okeh and Odeon records.

Write, wire or 'phone today for our dealer offer.

GENERAL RADIO CORPORATION

Walter L. Eckhardt, President

624-628 Market St., PHILA.

806 Penn Ave., PITTSBURGH

Distributors for Radio Corporation of America. Complete stock of Westinghouse, General Electric and wireless specialty apparatus.

Also distributors for Strand Phonographs. Handsomely designed, perfectly toned.



Co our friends who attended our housewarming to those who were unable to do so - in fact to the entire industry -- we wish

> A Merry Christmas A Happy New Year

> > OTTO GOLDSMITH, Persolent

The CABINET and ACCESSORIES CO., Inc.

Distributors of Phonographs, Cabinets and Accessories

3 West 16th Street

TELEPHONE WATKINS 2777 - 2778

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NEW YORK

A FEW SALT LAKE CITY BRIEFLETS

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A recent visitor was William Schoman, D. - 15 Stens | language of the lease of the reported that the turker industry was hopen, That Section

Mess Birth Frekson, of the I ducational to partment of the John Fott Clark to, ha returned from a three weeks' four or More mamichae which she met and addressed liberals or I discation and groups of teachers and student She reported her trap to be most successful

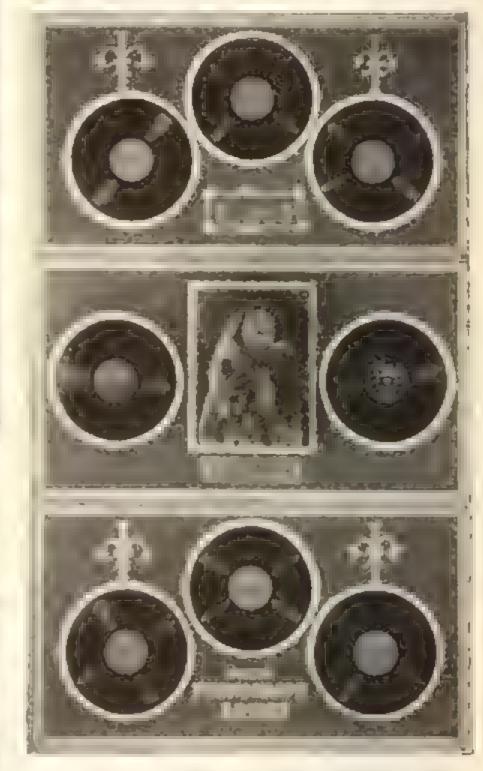
The Daynes Borbe Music Co gave each enthree a big ist turker for Illand-20 no to receptive is the beats and hard was in or ability of the state of the same

OKEH ARTIST'S PUBLICITY

Miss Elsie Clark Uses Unique Publicity-Lobby Sign Attracts Considerable Attention

The accumumstry illustration represents a ranger draw world on he Modellace thak well around modelly show and Old, rest, as cossent and the first transfer to the trief of all known to verify the great throughout the coupling out that he was the first and the same of the first and the fir with we have and so a green upon the justility that Mean Carle and Okithaning

Miss Cheks mine, t. Mr. Sore paid var to the attribution of the species of the sign, and



Miss Clark's Unique Okeh Theatre Sign the parameters of the end of the state of the advarted with a greet plush his keround the berders, deserve and lettering hong finished in and the receipt, spoked his ments of seres bolts, it wise the entre device interchange due. This sign serves a double purpose, for A not only process the public that Miss clark is appropriate the particular theatre featuring the some but represents splended pulands for her Orch records

NEW 12-INCH GOLD SEAL REPEATER

EVERY DEALER WHO HAS SOLD THE GOLD SEAL 10-INCH REPEATER CAN DUPLICATE HIS SALES AND PROFITS WITH THE NEW

GOLD SEAL REPEATER

The only 12-inch Repeater on the Market, and it sells for \$1.00 (dealer's discount 40%)

DISTRIBUTORS OF GOLD SEAL REPEATERS

Totaln w History Baltimore, Md Boston, Mark Landing S ex Co. i . 16-1-5-48 - 1 Step when the the Calabine Michigan Co. Short in Side Co. Bullion T. John M. Inc Co. Buffale, N 3 i 's Allinas Burlington \$1. Same of Property I Co. 1 pm A Healy Chicago, III Wart Mar Co Strong R. L. & Record to Cinclunati O Or or ald daing Morrow the Common and Talking Martin Co. Cresidand, D P " B What ' (niembus ti

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Edmira, N. Y. Edmira Arme Co. El Paso, Tex W & Wilz Co darkson. Ha-French Nestor Co Kansas City, Mo I W. Jerkins Sons Muse Cr. Law Angeles, Cal. Matt. as Rayther the Mulule, Ma Woo H Reyn le Newtork, N. J. Conlings & Co. New York, N. Y. Edulerati T. Barne Machine Ca. In that, Bod C. District Son Da Sale I. Person Co. Greater Cay El most ql Ca Prietol & Harber Plan Strate Co. Cibinet & Account Co. The S B. Davers Oklahoma City.

Philadelphia, Pa. H. A. Weyn on & Son Inc. February Brown glog h Co. The Talking Machane Ca-V J Heith Co Louis Buchn Co. General Radio Carp. Pittsburgh, Pa. . Stime and Ticking Michige Co. W. F. Froderick Plano Co. Rochester, N. A. B. J. Chaptersti St. Laure, Mo Vitoplane Corp. St. Paul, Minn W 1 [16] & Pt. Syracuse, N 5 W 10 Yadiow Toleda, O Toleda Tokus Madus and Washington, D. C. Cont. & Hughar-

I P Droug & Same Co.

SEAL CO., Inc., 105 West 40th Street, New York City

Ober Bothes T. Better M. of the Co-

JUST OUT!

New Arion Records which will bring the German trade in flocks to your store. Something Germans wanted, but could not get before.

THE FIRST TWO RECORDS

STABL'S ORIGINAL GERMAN DANCE BAND Recorded exclusively for Arion.

German Dance Music as it should be played. Nothing like it ever made before. Every German will want one.

Bogaroscher
505 Bogaroscher Walzer
Lieblings Polka

506 Ujgeler Walzer Suzi heb dich Polka

2 Stahl Dance Records will appear every month.

The Greatest German Hit Ever Produced!

A laugh every second—the funniest record ever made.

Facsimile of large chart given free with Record. Ernst Balle and Arion Quartet.

12-inch, \$1.25

504 Geh'n wier mal rüber zu Schmidt O, du lieber Augustin

502 Vereinspraesidents Geburtstag (mit Schnitzelbank) Schnadahüpferl.

SEINER FRAU Arion Record Price \$1.25 SEINER FRAU Arion Record Price \$1.25 SEINER FRAU Arion Record Price \$1.25 SEINER FRAU ARION SCHWEIN SCHWEIN NAHMANCHIENE ZIEGENBOCK SCHMIDTS HUT MAGD INECHT WEIN ALTES BET SCATMAND ALTES PEERD GASTHOF

ARION RECORD IMPORT

1531 Germantown Avenue

Philadelphia, Pa.

Importers of Polyphon Records

ANNOUNCES THE RADIOLA FOUR

Radio Corp. of America Adds Handsome Instrument to Line-Will Be Advertised Extensively-Self-contained With Many Important Features That Will Interest Trade

The Radio Corporation of Arcasa, New York, mainstitutes of RUA products, he distributed for addition to it fine or the Radiola 4 and in all probability this are interest will be a dias the keyrote of the rompane's public ward merchandisms can paisinfroms 1923. Debetors of the Radio's Laving of the process of the Radio and the Radio of the Radio o

In reference to the resconstruction, to the theorem, sales more according to the consequence that he would me the bone. It is badically with basic a musisher of distinctive trainers, will retail at \$275. It is a self-continued instrument, operated to dry battery tubes a new type of tube he mander that the dry battery tubes a new type of tube he mander that the dry tube is now type of tube he mandered, is not be updated, as not be updated, is not be updated.

The Radio and Life and entained had speaker, and will the exciption of the entailer of terms of a complete full least acceptoses.

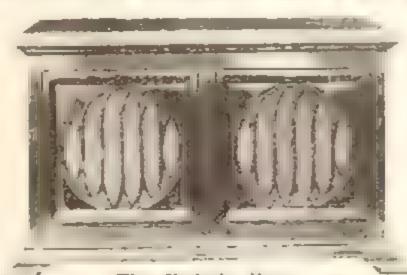
CARVED LEGS

Eight designs in gum, oak and mahogany. Prices reduced. Send for circular. Klise Mfg Co., Grand Rapids, Mich.

FOR SALE

to do the second of the best of the transfer of the second of the second

that with an indior loop this instrument is capable of receiving broadcasting within a distrace of fifty nules, and with the average out door antennae the receiving distance is approximately 1,000 in less. It is crapped with a two wave length range and his other technical teamers which wall undoubtedly make it one of



The Radiola Four

The most popular radio instruments of the present day

The Rad ola Flends itself admirable to high grade publicity, as it is contained in a hand-omely unished in hozany cabinet and bas in limited sales possibilities. This instrument has been in course of perfection the past year, and tables and dealers who have visited the RCX offices during the past few weeks are keenly enthusiastic regarding the future of the Radiola 4.

The Radiola Grand, retailing at \$350, is an other RCA product that will be advertised extensively during the coming year, and this instrument, in combination with the Radiola 4, will give the Radio Corp of America two products of finish appeal to the talking has clinic merchant.

PLAN TO MARKET NEW NEEDLE

Unit streeting, I's, December II. The United Music Stores, of this city, have been engaged for some time in experimental work in connection with a new Black and White needle

which they intend to allow on the road of about the larst of the viol. An adverse he and sales dece is being alanted in the interest of this new product. These headles are especially dipted to courds which expresses one's own your, according to Dece Kenes, general manager, and this quality will be featured in the comparign.

DEMONSTRATES HEALTH RECORDS

J. C. Roush, of Standard Talking Machine Co. Arranges Interesting Program for Rotary Club Which Is Keenly Appreciated

Philosoft Pacific Rental Stanfor Fillian - Machine Co., Subset 1 at interesting nemon tration of the Victor Helib Resident henry the Robert they be Publicated to meeting of that body or Wichigan is her week, the demensionarm bear tiringed to be t Korn, prement of the control, whose him it was to provide the program for the due A woman delicate the sale of the sum of the cause of the process to be will, as the first the talk and the little teleptop property of the perherested in the great setting in the recking extremes the State of to be then by composed worth a desire traffer to a security iron the briefic Artor Health Kerick with 1 Cal suspending

SALESMAN WANTED

Sales on tracing results in the calling one takens much as the constitution of the flands, who sake trace different news through the calling of the calling the calling of the calling of

WORLD'S CLASSIFIED ADVERTISING

Any member of the trade may forward to this office a "Situation" advertisement intended for this Department to occupy a space of four lines, agute measure, and it will he inserted free | Keplies will also be forwarded without cost | Additional space will be at the rate of 25c per line. If bold faced type is desired the cost of same will be afe per line. Rates for all other classes of advertising on application.

SITUATION WANTED-Am I Your Man? S years' experience manager retail and commercial traveler wholesale phonograph and record held prominent lines. At present emplayed. Desire change where future prospects are brighter Preser wholesale Highest reaetences. 28 years old. Address "Box 1228" care The Talking Machine World, 373 Fourth Ave. New York N Y

WANTED - Experienced talking machine salesman to act as assistant to sales manager and travel occasionally. Must be tamibar with office details. Address Cohen & Hughes, Inc. Victor Distributors, Washington, D. C.

WANTED-Commission salesmen in different sections of country to sell a self-recording disc made of metal for which there is a great demand. An excellent item as a side-line. Address Box 1229," care The Talking Machine World 373 Fourth Ave. New York, N. Y.

WANTED - Experienced talking machine salesman to act as assistant to sales manager and travel occasionally. Must be familiar with office details. Address Cohen & Hughes, Inc. Victor Distributors, Washington D. C.

WANTED-Position as traveler for phonograph manufacturer. Olno preferred. Extensive experience in the phonograph line. Salary or commission. Address "Box 1232," care The Talking Machine World, 373 Fourth Ave., New York, N. Y.

WANTED-Position as manager of phonograph department. Experienced. I am a good salesman and closer and can train sales force to do their best. Victor and Brunswick expetience. Also ten years selling pianos and playcis Salary and commission Indiana or Ohio preferred. Address "Box 1233," care The Talking Machine World 373 Fourth Ave., New York, N. Y.

WANTI.D -- Salesman calling on phonograph dealers to carry repeating device as side line. New repeater which is unquestionably the most popular one offered to: sale. Send for sample and commission proposition. The Rapid Repeater Co., 226 Van Alst Avc., Long Island Caly, N Y

POSITION WANTED-American, 18 years' experience in talking machine laboratory. I can handle the work from the wax through to the finished stamper or matrix. Wish to hear from any company in need of an experienced man and capable of supervising. Address "Box 1221." care The Talking Machine World, 3:3 Fourth Ave, New York, N. Y.

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"RECORDION" PHONOGRAPH

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THE WIND MACHINE CHOOL VOD. DADY DIDOR D.	
TALKING MACHINE SUPPLY GO., PARK RIDGE, N.J	,

AVAILABLE JANUARY 1ST

Well-known and thoroughly competent sales executive will be open for engagement January 1st. Familiar with every phase of the wholesale merchandising of talking machines and has just "put over" difficult sales proposition. New connection must afford plenty of opportunity for growth and advancement, with compensation commensurate with success achieved. Address "Box L. R.," care The Talking Machine World, 373 Fourth Ave., New York, N. Y.

500 AMPLIFYING HORNS

AT A BARGAIN

The horns with custicon necks and hi a see a soudanth were made by the of the tree of winning turners of reed justification of the Measurements It me was to be 18 in he front, 17 miches the cold of cistary Smill quantities slib per larre larre quartities at an e creatly by area

FAVORITE MFG. CO., 105 E. 12th St. Felcohone Storiesunt 1666

WANTLD Salesmen that have been of are calling on electric or radio trade. See Mr. Rice. 6311 N Clark St., Clucago, Ill.

FOR SALE

A well established needle laismess. Has been on the market for a number of years and is a going concern. Wide distribution among dealers throughout the country and well advertised. Trade name and good will rank high. Offers exceptional opportunity to secure a profitable business already organized. If interested address for full particulars "Box 1235," care The Talking Maclime World, 373 Fourth Ave., New 101 % N Y

EXCEPTIONAL OPPORTUNITY

Manufacturer of first-class mora with upto-date plant and owning mica mines, wants to cuter into connection with capable and energetic man or firm who is acquainted with the leading phonograph manufacturers and who could secure large orders on micadry lawyus for phonographs. Address "Box 1240," care The Talking Maclime World, 373 Fourth Ive, New York, N. Y.

EXPERIENCED SALES EXECUTIVE

An experienced sales executive is open for a position with a standard, high-grade phonegraph manufactures who desires to serure New York representation. Is thorongold tambiar with the retail situation in Officer New York, knowing the dealers throughout the territory, and is in a postto B to give excellent representation to any m unitaringer of high-grade quality machines. Please send full details regarding proposition to "Poly 1238," care The Talking Maclube World, 373 Fourth Ave. New York,

SALESMAN WANTED

We need an experienced talking machine salesman to represent prominent wholesale talking machine house in presculsed territory. To travel by carfrom residence to be established in terratory. Address in strictest confidence, giving qualifications, etc., 'Box 1236," care The Talking Machine World, 373 Fourth Ave. New York, N. Y.

WANTED

PACK ISSN S. OF TALKING MACHINE WORLD Do no to base following back of allowing back of allowing back of the following property and the following Machine World Services Proceedings (2.12 "case the following Machine World Services Proceedings (2.12 "case the following Machine World Services Proceedings (2.12 "case the following Machine World Services Procedure) Associated Associated Activities (2.12 "case the following Machine World Services Associated Associated Activities (2.12 "case the following Machine World Services Associated Associated Associated Activities (2.12 "case the following Machine Ma

WANTED

A jobber to handle output of a new phonograph neeth factors which has a producing General up to 20 million needles weekly. betall on menes With Drawer \$30. Westfild Mass

SALESMEN WANTED

for Girms and projectional driver cal cathe area of an experience of particular properties. per the ractiond of more Mr. Literas, case 122 are The Labour Median Worl, 123 from North New York, N. V.



W. LIONEL STURDY, MANAGER

Revival of Trade Coming Rather Slowly, Although Exports Increase—Change in Cabinets Has Little Serious Effect on Business—Interesting Annual Report of the Gramophone Co. Ltd., Shows Greatly Increased Profits—Talking Machine Helps in Elections

What the New Record Lists Have to Offer—Recording African Dialects for Study Purposes—The Question of Radio and its Development—Plans Being Made for Convention of Federation of British Music Industries—Success of the Newspaper Propaganda—General News Happenings of the Month

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Financial Report of the Granopoone Co. Lts

Lance and the Granopoone Co. L

The directors state that in recovered up 15 per cent for the next tear of a consider that a large a distribution in competition to the professional is just fed only by the stateger and made as to professional devoluted at the next made as to professional devoluted at the fire of the increase of a pital in 1920, and hy the said cash personness shown in the account. The company's total as its, as shown to the halance sheet increases in of patents, the said of the patents.



'Has Marter's Voice"

Capyright

This intensely human picture stands for all that is best in music

trade-mark, and it brings to you, no matter where you are, the very best music of every kind, sung and played by the world's greatest artists—the greatest singers, pianists, violinists, orchestras and bands-all enshrined

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HAYES

MIDDLESEX

ENGLAND

FROM OUR LONDON HEADQUARTERS-Continued from page 173)

The Gramophone and Electioneering

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Miscellaneous News Paragraphs

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New Zonophone Records

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to the late of the second of t cupic of and were he Sr Harry Lande. Markette Markette "Harm in Man" a Beautiful composition—though an contract to See Harris or to be not reliebes no provide the property of the second of It's a line Though Su "- a law consider of the real Ladrendista kind and ver sell steel A sees degraph anderser is "Soopete" and "Hed and for a Garden" shin har test Sharwood out dec 2265 which and the second of the 23mm Char Thy and Carker Rese in dust, tell re or the council day & firt Thansand Years too a course of the the tree eat period and this, in con the factle "Our Own I "the Home, Sweet Home" cles to the completion of a good recand I wo well placed and remarked to go with s -"Wir I - Ti" and "Theres a Good Time and the state of the constant Costs etc., Mibite Gilean of record 2270 A complete of the action for some or 2267 I Per les en will desploy upot with a read water those who force this type of

Analysis of Voice Sounds

The London Library College is preferrable up, to one step the rate the speech sensels of Aire of its moves which will be stoled in their characters and recorded. The notice, had be noticed to the constitutions that it is no reach such that is a first institutions.

The planet club out my contains income

quantities for recording and analyzing sounds. In there are other instruments for one to practice making sounds, the oldest and simplest being an adaptation of the object burner to respond to the burner voice. At a certain healt the family will only be point by flecker or sto the cover had burner to a more blow.

Another instrument is a revolving disc war last sows a bond of a get to correspond with the covid produced by the speaker

Here is also a phonoscopy, invented by Mainer of Paris, for the son of the King of Spain, in which the speaker can see what letter to has spoker. That the premiarities of a consequence are syndred thrown has native

The "H. M. V" Window Display Scheme

talket q No. 1, just restrict deals with new shear for enliven no. Trainingh me and record sales by that the word medical deplace. Fire interpretation is constructed and explained, with mortastion as to where the necessary in the series have be obtained back deals, etc. mand a particular model of "His Master's Very, because the secret of good popular is Very, because the secret of good popular, on a track to one ideal. This are the company of the secret production progressive trade.

Wireless News

The Trend acting to is at I far four of writand an inchemen quantity. Until its registration, it does not exer, on oilly, at any rate the sex to electroad and radio firms were supposed to leave agreed or all conditions with the lineth acter (miseral and day by day we are to'd that everythen is ripe for "almost immehe're regretration. And so we go on hoping Varieties these campy home and other firms which have properly confective of recenting appartie are at like I that Law-in the un light state of the knowner where they are the know the proposals of the so called the Six" who represent the so tar not experint Progdensing Co, there would be is cutry to be a cuber-hip of \$30 or more. in addition to rescaltifes of, as example, 7.6 per crystal set \$2.5 per three-valve set, but true protest agents this as likely to restrict freedom of trade and wish an inquiry into the patient situation. The trade section of the Radio Association is labling meetings of "ont--ide" fignis and dealers to saternard their mtirests and like action in opposition to the 'exice demanded for corsequence of what is considered to many from as arbitrary conditions of license to real-flacture, progress and unit attac (sing man), quantities at an entire standstill. By the time these lines appear, the sitbut on may show a conglete change

Good News From J. E. Hough, Ltd.

Internation to hand confirms that this house a chapt as this as it well can be. All departments within at it is pressure, I am told, both or confirm a confirmation expected con-

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FROM OUR LONDON HEADQUARTERS—(Continued from page 174)

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Export a specialty

REX GRAMOPHONE COMPANY 59 Chiswell Street, LONDON, E. C., England Cable Address "Lyterodisc, Lobdon"

ordering the many directions in which thas firm raters to retail wants. Another list of up todate titles has been issued on the little tive and a half inch D S Bell record, which retails at the nominal figure of 1.3. The standard of the ten inch D S Winner record is well main tained throughout the new program sust aunounced. Of outstanding merit is Part Used H of "Freedom," Hubert Bath's stirring composition which neured this year as the test piece at the Crystal Palace band contest. It is man, milicently rendered on Winner record 3723 by Foden's Prize Brass Band

Regular series of "Velvet Pack records continue to make appearance from the factories or Messes Hough Programs are contained to exclusively high-class music and sough by special artists.

To assist sales, the hriz has marketed a new display rack for records. It is of steel wire with hinged support at back and will hold twelve records with display cards. Dealers should welcome this compact yet highly cited tive window or showroom sales device

Arrangements have been made for the 1923 convention of the Federation of British Music Industries to be held in Busson beginming on May 22 at the Palace Hotel. It would be difficult to find a more suitable place than Buxton. It is in the very center of Lucland and should meet the convenience of the greatest possible number of the music trades.

At a meeting of the Consultative Connectree held in the Federation offices on November 1 Colonel Latton explicated what was boing done in regard to newspaper propaganda and told the members of the committee that there were now about eights three new-paper, which were printing the Federation articles work by week.

He also referred to a series of short par a ropers which were non bring sent on weet he weet and to a new script of monthly scored or new Kint ophone records

A New Idea in Cahinet Gramophones

A very interesting development of the carnet type of graniophone has been to had by the Bestone organization here. I consiss on a corner cabinet with half front link on coall digital to the front book which in the for doors to the amplitying chamber and resized emploard under. The construction and compment of this distributed are entirely enque, in sulting meates lly wonderful record reproduction

USE AND CARE OF THE PHONOGRAPH

W. A. Willson, of Columbia Co., Has Interesting Views on Timely Subject-Importance of Giving Phonograph in School Proper Care

W. A. Willson, madazine of the Educational Department of the Columbia Graphophone Co. has some interesting views on the use and care of the phonograph in the chool. In a scoot chat recarding this insportant subsect Mr. Wire son commented as follows:

"At the present time dealers are selling to no phonographs to the jubbe schools. He deces should always advise the tracker recarding the care and use of the instrument. A passo, to justifie satisfaction, must be trued at least once a year. A phonograph is a more delicately constructed instrument than a page and requires attention and rare. In the schoolroom the phonograph is often left standing for months during the Summer without any use, at which time the bibricais which has been applied to the delicate machinery hardons and when again used will retird the action of the tain parts, at lines, become louse and interfere with a proper tone production. If the tracker is advised that the instrument should be not e over at least once each year there will be greater satisfaction to all comperned

"To illustrate how latte teachers in general know of the mechanism of an instrument we will cite this incident: A representative of a phonograph company was told by the teacher that the instrument in her classroom was or

place bear or the Ministra Internal (L. 191 s for the time to the second condition legt > c x libration to the second he justification of the second hope then, if a second and the property of Jain or hell comercy of en track wat his back ter - loulgoon to early and a conand all the special for the special for the special forms of the special 1 m's sil-tuefore

* telephone and the second of to lave the painterage and a real to bertist a fito the experience of the principle. They do not know at the performance of the tions of the in tio out to be a new deal of the cuming types of needle box to see a ground and what type of recording to the maller of service on the part of a large of who sell phone right

STARTING THE DAY'S WORK RIGHT

A Philosophic Dissertation on the Point of View to Be Maintained by the Man Who Starts to Business Worthy of Consideration

The studiyidad who seeds an its tip the district to tecking the days work as be a to a beness should find out what swrong the bear of finnedt to go through the one the will bed down a job, perhaps, but will be in the energy of it. The chances are all assert it. In really efficient worker as the one whose is of and body are attuned to less to his will decibe let his work got ahead of line or ber be nerves," and who does it has post interested and enthusuastically. The more or locathe mistake of thinking that so is were reale for leisure hours only, but care to their to layours. with him. Watch out for him. He at the rest to get ahrad. Telephone Revisa

Shapira Bernstein & 4,0, Irc, recently ic lend a new folio carrying for popular proces for the saxophone It is known as the "the" Saxophone Folio No. 1". The numbers in sign those most postar in the empanes of the

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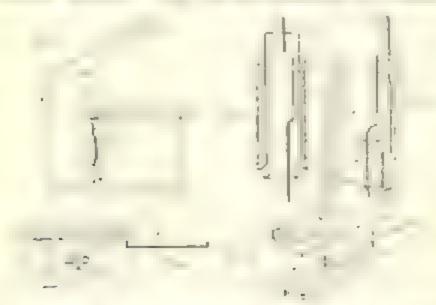
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LATEST PATENTS - TALKING MACHINES RECORDS

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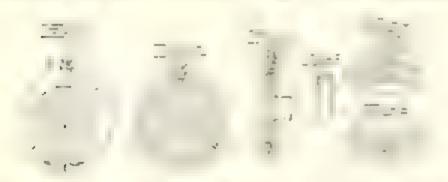


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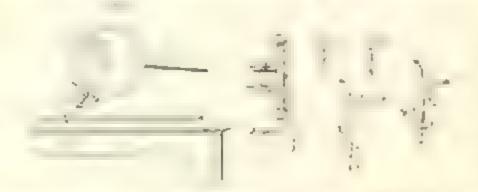
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Phonographic Apparatus Communication of the Communi

to an in driver of the contractor from the of highest a materials as, for example, may wood home treated he yar ous processes, et , this even out the a melicity of the un formly and re-ult-count always he obthis distributes the hear proposed to furm the diaptor of our such are apparable from varicas leads as natered to counteract the metallic some attendant the use of a metallic needle, has will out any great degree of success. As wasta shore one, it is the object of the present insent on to form this and other sound vibra tion there office elements or parts from a mateil a oh all a carments acurate reproduction on the recorded sounds because of a view perfect from appearon of the vehiclions greatured as the tested of the scale point in the coord grown

Figure 1 is a sole elevation illustrating one took of secondactic apparatus, all for a part of the elements or which must be produced in as reduce with the present insention. Fig. 2 is a perspective view illustrating the a bestion

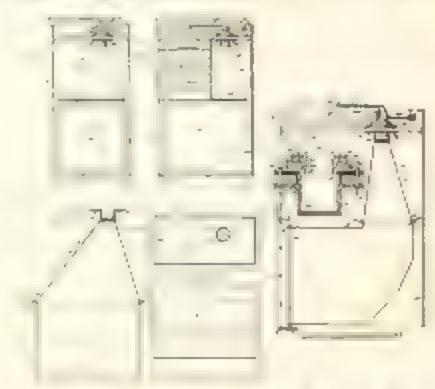


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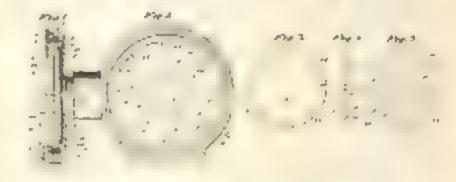
ing the manner of mounting the tone are, and of suspending the horn

Sound Box. Harry J. Durborow, Philadelphia, Pa. Patent No. 1,426,970

One object of this invention is to provide an in-proved sound box for talking machines, which will be distrimental in more accurately reproducing sound than devices previously used for this purpose

Another object of the present invention is to distribute and equalize the impulse caused by the connection of the stylus bar to the diaphrazm prior to the passage of the sound waves through the tone conducting portion of the reachine.

Figure 1 is an enlarged fragmentary section taken centrally through a sound box made in a ordered with the inscrition, the its bis bar heing shown in outside view. Fig. 2 is a section taken on the line 2—2 of Fig. 1. has 3 is



a front face view of a member which forms a part of the nevention in the construction illustrated. Fig. 4 is an edge view of said member, and the 5 is a rear view of said member.

Sound Box. Flater Fletcher, Checago, III, assume to the Hetcher Wickes Co., same place Enters No. 1,427,198

The avertion relates to sound hoves for claim, tiple or recorders. One object or the newtion is to provide an improved sound how a which provision is made for deflecting the sound between the displicazin and the tone of sound outsit, so that the sound will hedders deard amplitude between the distance mellowed, to claim to the sharp is etallic poises or sounds.

Another object or the invention is to provide an improved confection between the needle so post and the sound box, which is simple in construction and efficient in operation

In the drawness. The 1 is a sole elevation of a phono, raph confindency the invention. The 2 is a sole from taken on one 2.2 of 1 g. 1. Fig. 3 is a sole from taken on line 3—3 of from 2. Fig. 4. It disable perspective showing the parts of the retroyed proof tomatic from between the needle up, out and the sound box.



Sound Amphifier for Phonographs and Method of Making the Same. Charles J. Dodge, Brook-Lee, N. Y. Patert No. 1,429,937

This discretion relates to smind an paintry for phonographs and the method of making the same. One object of the invention is to simply the construction of the threat and horn of the phonograph as a matter of facilitating them mate unit in. Another object is to provide a throat and horn of homogeneous construction, that is, a construction in which both of these parts are formed of a single price of material it has been found that the acoustic quantics of the an philicitare match litter where the throat and horn are homogeneous. It is not possible

PATENTS RELATING TO TALKING MACHINES AND RECORDS—(Continued from the 17)

to make these parts from wood and four de-Benchomogeneous, where some the present case these parts may be unade here ever ous and at a cost which is less than the end of reasity they of wood at separate parts

Another object of the machine to be to be accept In a mp, see of a coldability a colability of the misses to singlify the ven-tru tion forcor and me urder to seeme the nost of a record case without precasing the cost of a annia trace. An More algorithm and the action of a good of able composition, which, when see, will have acthe tene qualities of wood and in some pieces. superior thereto. In the thisent device our is able to obtain the recens where is falled by a god with word and to commute the respective due to the grant of the world. Where is entroit portion of the sound is cultur, on a 25 the Hand is made of word, the grain is not surable arranged for all portions thereof, whereas, it the present dever, one or obtain the que to ordinarily obtained with words on we man having a grain structure, or that the owner

waves are more purional discoul-The invention do collides are a second form over which the a crevel ample . adapted to be made

Figure 1 s a soli clevario et as in per c ross starz of the Circuit and hore to be a the meeting part thereof here broken away for illustrative purposes. In the seconds. view taken on the line ? 2 cm : . . . le n is a sectional via take the the burn 3 . . . Fig. 1. Lig. 4 is a viete. I so the end of each and ng the method of miles, the supplier of a in as in a last the later than the



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Sound Reproducer, March S. Raed a Montal Ephranic N. J. Patrix No. 148 488

The object of the great time is to provide an responsed send reproduce to a labor to a thines and the feet was barrier creterios to ran be mannia fired at a low of a will a par neutarly adapted for using a part of the devices of this character.

Another obsert, to provide an improved mounting for the stylus har wherehe the same 15 Superated tray on more or concepts at non-conductor or or of strong incoller thus presenting the object to ble see tell of the needle in the groups of the solved from being corrected to the said vasible, as by a conunitous metalli path

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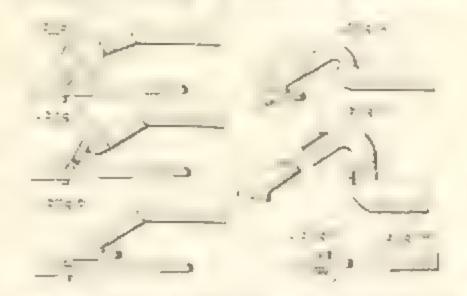
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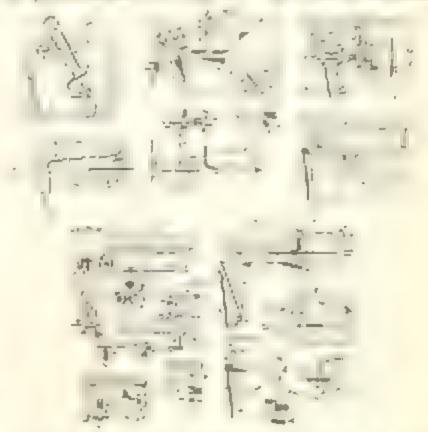
to a granting before read and the holder luc as applied to a loom to contained a interiord to be described in year He bure a role to the plan with a the connector 18 of a few redecaded end elections to struct the souther hors

Replaying Device for Talking Machines. Resatt P. Howard, Wandlern, Vt. Latent No. 1,430,450

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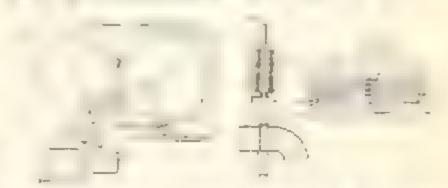


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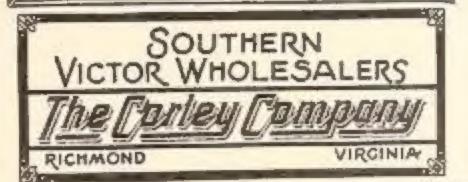
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CA new external shape of grace and beautywithout changing the internal design:



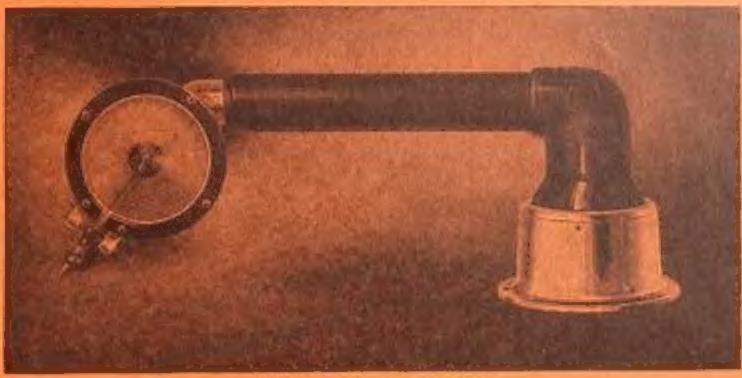


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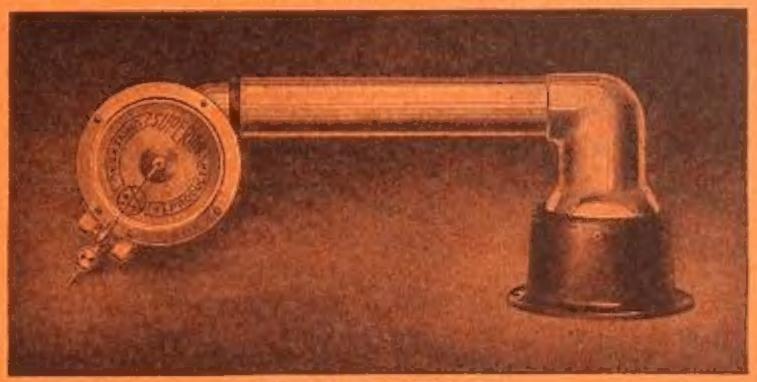
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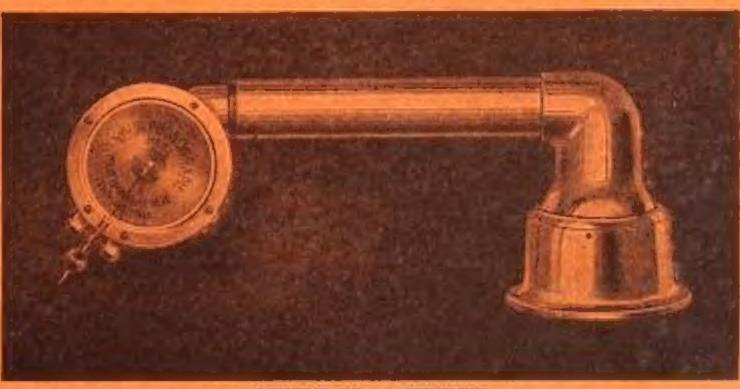
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